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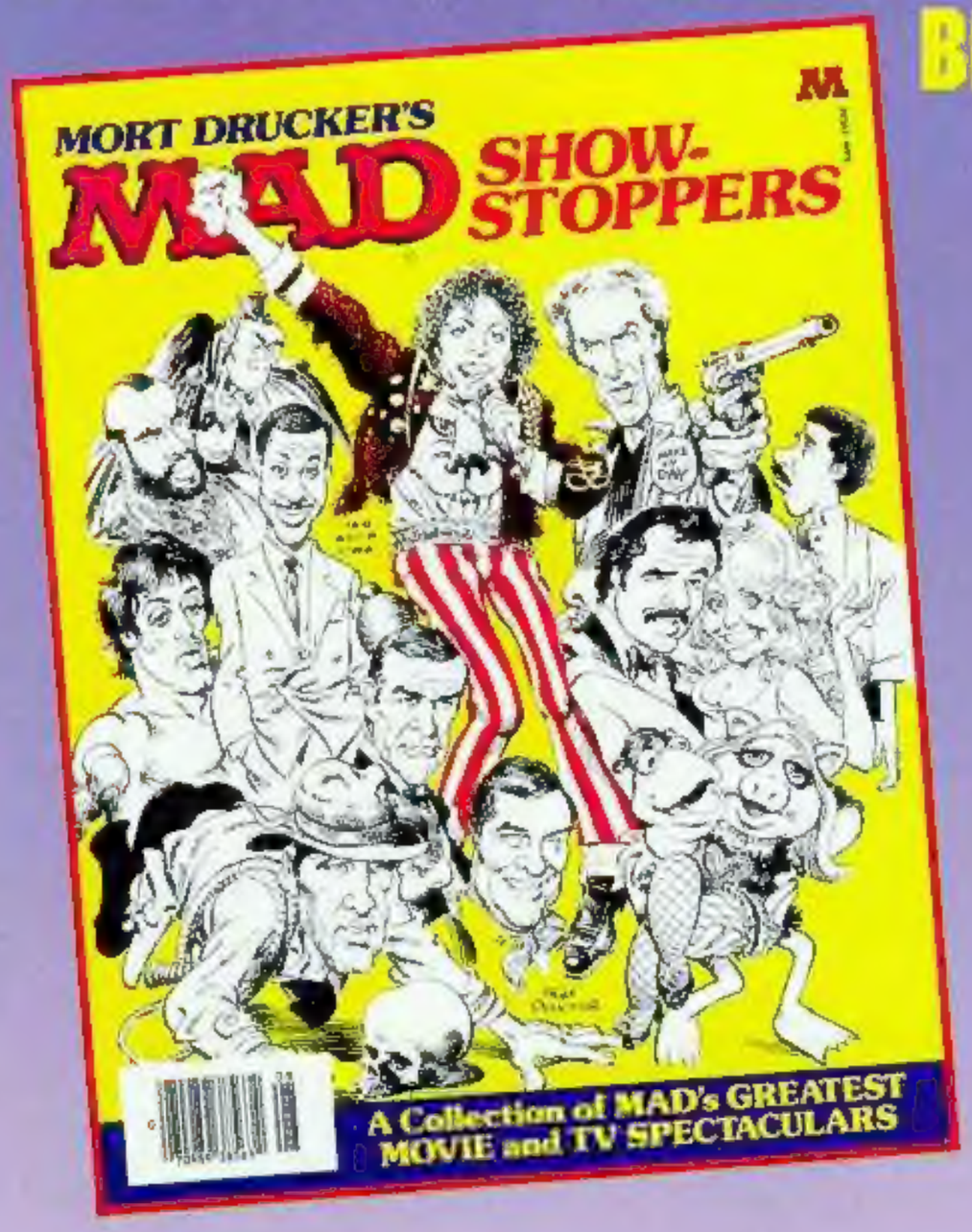

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NUMBER 283 DECEMBER 1988

MAD

"In the past, stocks split. Today, they just fall apart!"
—Alfred E. Neuman

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LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
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JACK ALBERT *lawsuits* **ANNE GAINES** *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: JAMES WARHOLA

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SUPPORT ~~GUN~~ FUN CONTROL

We've RIFLED through our STOCKPILE of LOW-CALIBER material and dredged up from the bottom of both BARRELS this assortment of MISFIRED CHEAP SHOTS!

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We promise this bull's-eye material will trigger some rounds of laughter! *(And we're not just shooting off our mouths!)*

So READY...AIM...BUY...

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LETTERS AND TOMATOES DEPT.

STAMP OF DISAPPROVAL

Some of the hidden designs in your article "A Collector's Guide to Stamps Secretly Designed for Fun and Profit" (MAD #281) are impossible. For instance, the stamp depicting the White House shows Oliver North shredding documents. This stamp was issued on May 22, 1986, a good six months before the Iran-Contra affair was discovered. How do you explain that?

Joseph Levy
Wauwatosa, WI

Simple! George Bush told us he heard it from Manuel Noriega while on his way to Ed Meese's office to discuss the Wedtech deal. Go figure! – Ed.

VEEKO THIS!

On the MAD subscription stamp in the article "MAD Opens a Typical Magazine Sweepstakes Package" (issue MAD #279), it announced MAD as the winner of the VEEKO award. Congratulations! While I always knew you were Vain, Excruciatingly Egotistical, Kinky & Odd, now you've got the award to prove it!

Charlie Tillett
Natick, MA

MAD publisher William Gaines receives the coveted VEEKO award from VEEKO Chairman Tom Fitzsimmons at last year's wild annual VEEKO Harvest Moon Ball.

ROLLING BLUNDER

MAD hits the road and so will you if you buy and ride the MAD Skateboard! Finally, you have the chance to get Alfred E. Neuman's face just where you want it—under your feet! For more information, contact Nash Manufacturing, Inc. at P.O. Box 11526, Fort Worth, TX, 76109 or call (800) 433-2901. No cheap-skates need apply!

"MAD'S READER OPINION POLL"

In "MAD's Reader Opinion Poll Part II: Movies," writer J. Prete implied that Robocop was played by Peter Weir. Peter Weir is a renowned director (*Witness, The Year of Living Dangerously*). Robocop was played by Peter Weller. Please, if you're going to make fun of someone, get his name right! PS: what kind of name is Prete?

Amanda Weeden
New York, NY

Prete is Italian for "Weir." Go figure! – Ed.

More Weir/Weller watchers include:

Kerry Douglas, Philadelphia, PA; Liam Sullivan, Gainesville, FL; Eric McIntosh, Southgate, KY; Josh Beckerman, Jamaica, NY; Rich Erlich, Oxford, OH.

In question number three of your movie reader opinion poll, you say that you can't understand Arnold Schwarzenegger's accent in *Predator*. I have seen *Predator* three times in a row, and his accent is perfectly understandable.

M. Kartozian
Oakland, CA

If his accent is so clear, then why did you have to see the movie three times before you could understand it? – Ed.

MORON MAIL

Could you please do me a favor? Please print the name "Joe Coldwate" on a page in your magazine. It's to settle a bet between my buddy and me.

Joe Coldwate
Aurora, IL

Sure, Joe, no problem! MAD is always happy to provide a fleeting blip of joy in an otherwise unfulfilled, empty, barren, small, insignificant, vapid life. Thanks for writing! – Ed.

EXPLAINING DAVE BERG

In MAD #281, we asked people for theories explaining why the fashions Dave Berg dresses his "Lighter Side" characters in sometimes seem out-of-date. Hoo Boy, did we get theories! Here's a sampling:

Let's face it... Dave Berg just gets off more by drawing scantily-clad female characters than the layered, garbage-bag look of today!

Brigitte Christopher
Montreal, Canada

Wrong, wrong, wrong! Dave *loves* the layered garbage look. In fact, most of his clothes have an easy peel-off twist tie! – Ed.

I think the enigma about Dave Berg's out-of-date style resembles closely the puzzle as to why MAD arrives about a half a year before the date on the cover says it should!

Jeff Mantei
Decatur, IL

Nope, nope, nope! The enigma is why Decatur, IL miserably lags six months behind the rest of the country! (Except for you of course, Jeff!) – Ed.

Dave Berg is *not* out-dated. He is ahead of his time. As a matter of fact, just as *Annie Hall*, *Flashdance* and *Miami Vice* all started their own fashion trends, so will "The Lighter Side." By next spring, the cover of *GQ* will feature a pipe-smoking Walter Matthau dressed in a wide-lapelled plaid shirt, flair-legged slacks that are three inches too short and thrift store loafers. The caption will read: "'Lighter Side' Fashion: Berg Takes a Bold Bite!"

Mr. Berg's truly visionary fashion sense is to be admired, not ridiculed. He is a genius and a trendsetter.

Dan Povenmire
Los Angeles, CA

Fa fa fa! Finally, the correct response! – Ed.

Dave Berg: Shape of things to come?

Other people who pattern their wardrobes (if not their lives!) after "The Lighter Side" include:
Steve Walter, Cedarburg, WI; Mike Hann, Grand Island, NY; Dave Athey, Bedford, NH; Richard Boley, Cleveland, OH; Matt King, Wayland, MA; Isaac Opolinsky, Bozeman, MT; Ted Hurliman, Boise, ID; Kevin Woodruff, Ontario, Canada; Jason Luck, Ontario, Canada; Amy Baker, Mendon, NY; Danny Haithcox, Staley, NC; Kevin Wyatt, Braintree, MA; Nathan Petrillo, Greencastle, PA; Sarah Skelly, LaPorte, IN; John Randall, Almond, WI; Morris Levin, Merion, PA; Mike Bauer, Richmond Hts., MO; Jackie & Ed Tronak, North Port, FL; Randal Partin, Middlesboro, KY; Jeff Staschke, Madison Hts., MI; Josie Torres, East Chicago, IN; Bill Montbleau, W. Peabody, MA; Dave Veatch, Enterprise, AL; Richie Hill, Clinton, IA; Justin McClure, Cambridge, IA; Ben McConna, Vernon, VT; Philip Kurpiel, Copiague, NY; Fred Wherland, Lake Charles, LA; Rob Dalton, Mason, MI; Mark Zwolanek, Ft. Arkinson, WI; Currie Badine, Snow Hill, NC; Dean Lawman, Spanaway, WA; Adam Piper, Indianapolis, IN; Charles Legg, Sprigg, WV; Kevin Bickley, Ontario, Canada; Marita Barth, Dallas, OR; Jon Upton, Ontario, Canada; Elisabeth Schutt, La Velp, The Netherlands.

60 MORE MAD MINUTES

Lightning may not strike twice, but bad taste does! Last spring, CBS's *60 Minutes* repeated its segment on MAD. Here's more feedback:

Before seeing you on *60 Minutes* last week I had forgotten just how MAD you are! I'm a 65-year-old grandmother with a 35-year-old "executive type" C.P.A. son. He has gotten "too big for his britches" and is a corporate yuppie! Enclosed is a check. Please send him your next eight issues and help me bring him back down to your level and mine: off-the-wall, unpretentious and loving it!

Betty Stacy
Irvine, CA

Thanks for the cash! – Ed.

Some 30 years ago while in my teens, I read your magazine quite religiously. As I grew older and more mature (?) I thought your mag to be trashy and with little redeeming value. My parents thought me a bit nuts. Last night I caught the repeat segment on *60 Minutes* and it prompted me to buy your latest issue. At the tender age of 42 I find that little has changed. Your magazine is still trashy and with little redeeming value. Now my wife and four kids think I am a bit nuts. Attached please find my check for a subscription. Send all issues in a plain brown wrapper. If my kids beat me to the mailbox I'll never see it!

Mike Meulemans
Honolulu, HI

I saw you on *60 Minutes* last night and I found out you're not as moronic as I thought.

Shaun Corrigan
Brookfield, WI

You know, Shaun, two things get our goat: 1) lame, unclear moronic letters, and 2) goat rustlers! – Ed.

Saw you all on *60 Minutes*. I'm glad I watched. I learned that the success of your magazine depends on the outrage and condemnation of parents. Consider me outraged and you condemned!

Love,
Mike Gaskill's mom
Williamstown, NJ

Condemned!? This isn't a letters page anymore ...it's a *WITCH HUNT!!!* – Ed.

Please Address All Correspondence To:
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MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped envelope!

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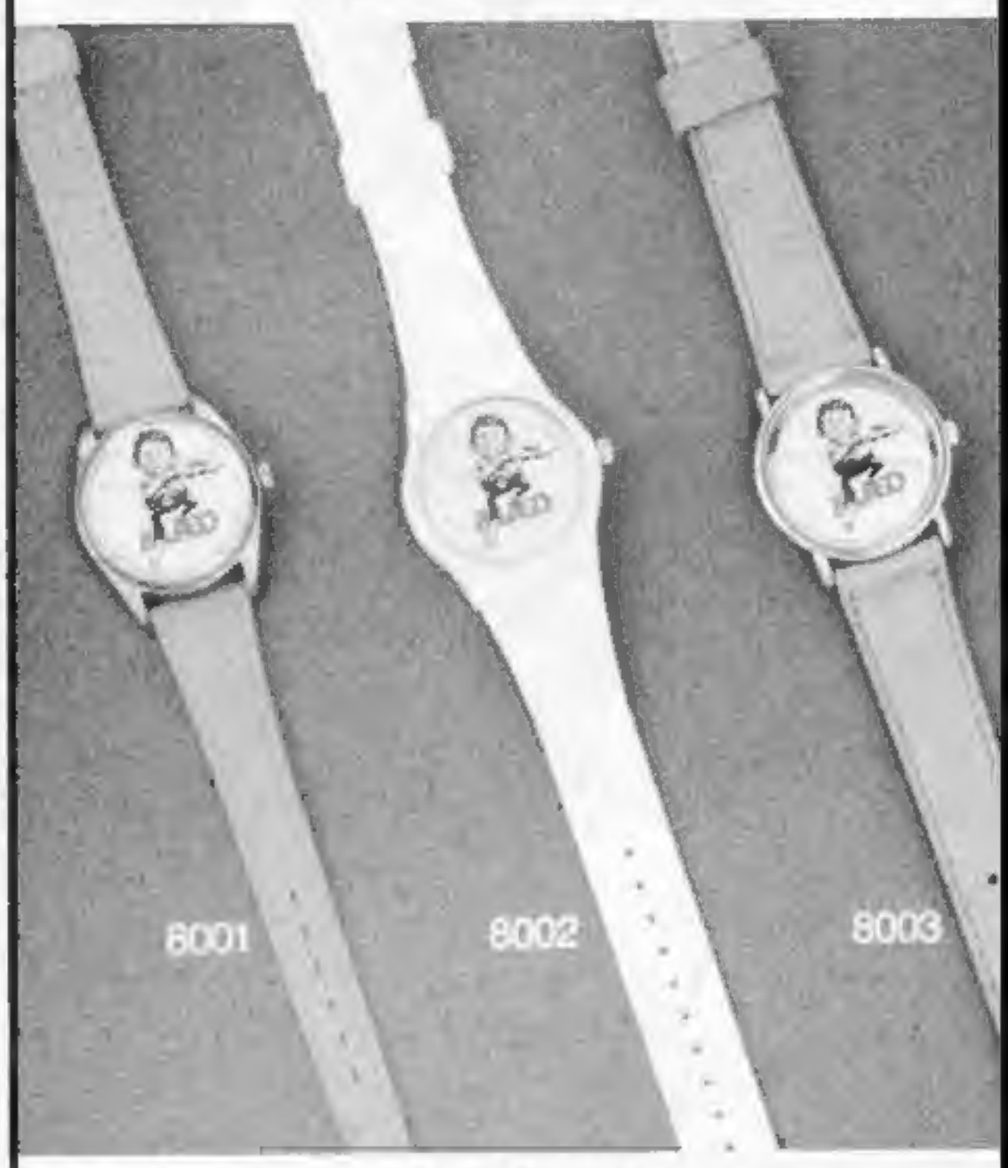

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GET ALONG LITTLE AUSSIE DEPT.

That jerk from Australia is back in town! No, not Jacko! (But an excellent guess!) We're talking about that *other* guy from down under who's understated and overrated (as opposed to Jacko, who's *overstated and overrated*!) Yup, Jacko is nothing more than a big Australian buffoon to most Americans and, for that matter, so is...

Crock, you can't use dynamite to fish in the ocean!
I'm not using dynamite! It's the fish using dynamite! I heard the sea life in the Hudson River was tough, but this is ridiculous! Bring me up there with you where I'll be safe!
And over there in the rowboat is Crock O'Dull Dummee in yet another attempt to show us his winning backward ways!
Winning? He makes me more nauseous than this rocky boat!
Ram his rowboat! Drown him! He has terminal naiveté! Put him out of his misery!
You're his girlfriend! Tell us, how is *Crock O' Dull Dummee I* different from *Crock O' Dull Dummee II*?
There's a big difference! In *Crock O' Dull Dummee I*, he starts out in Australia and travels to New York City! In *Crock O' Dull Dummee II*, he starts out in New York City and travels to Australia!!!
The amazing thing is with all that travel, the movie goes nowhere!
POLICE
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BLAM!
WHUMP!
WHOOSH
SPLASH
HOSPITAL WASTE FOR N.J. SHORE
JAWS XXVIII
DRUCKER

"Crock O'dull"

DUMMEE, TOO

Zoo, I think I'm gonna start looking for a **job**! Spending **four years** in New York just acting "**cute**" is **starting to wear real thin!**

Tell me about it!

Do you need **money?**

Not really! When I came to New York I had **$25.** When I **deduct** all the money I've spent on **clothes** since then, I still have **$22.63 left!**

ARTIST: MORT DRUCKER

You know, **Crock**, in the **four years** that we've been **together**, there's never been any sort of **romance!**

Whadda ya **mean?** I was **starting** to **get romantic last night!**

You were? What **happened?**

You came home and **spoiled it!!!**

WRITER: DICK DEBARTOLO

Killjoy, I'd like to get a **job** with you, but I understand you just **deliver stationery.** I wanted something more **dangerous!**

Crock, I sell stationery to the **general public** in **New York City!** It doesn't get any **more dangerous** than **that!**

Stand back or I'll **jump! I mean it!**

Sorry, Mate! I have a stationery delivery for **Mr. Glitz!** Do me a **favor!** On your **way down**, look in the windows and **signal** to me **which floor** Glitz is **on!**

Can't you see I'm **upset?** I've just been **dumped** in a **love affair!** Hasn't anything like this ever happened to **you?**

Well, **once!** But I **got over it!** And besides, till this day, **me** and the **kangaroo stay in touch** and **remain good friends!**

NO BALL PLAYING! IN ORDER OF GEORGE STEINBRENNER

POINTER SISTERS SAY... "JUMP!"

JUMP!

JUMP!

I'm getting great shots of the Columbian drug kingpin killing a stool pigeon! It's too bad I'm here on assignment for the Columbian Chamber of Commerce brochure!

CLICK! CLICK! CLICK! CLICK

I got another great shot! Unfortunately it's in the chest! I hope I'm a slow bleeder, so there's time to get this film developed and mailed to my ex-wife. Zoo, back home...Please God, let me find one of those "one hour" photo places!

BLAM! BAM! BANG!

Let me go, you creeps! I'm not getting into a car with strangers!

We're not strangers, we're guys who murdered your rotten ex-husband!

Oh! I never pass up a free ride from friends!

POT I BREAK FOR COKE

My name is Reako! I head a huge Columbian drug racket and I want those pictures your ex-husband mailed to you!

I swear to you, my ex-husband did not send me any pictures! Besides, with our divorce settlement, he would have only sent me half the pictures, anyway!

Why do you want the pictures?

Because they show me blowing someone's brains out!

And you don't want them to fall into the hands of the law?

Who worries about that? I want them for my photo Christmas card!

Did you get any pictures in the mail today?

Yes, but that's nothing! I also got a notice from Ed McMahon telling me I may already be a Million Dollar Winner!

I can't believe you've been in this city four years and you're still such a yokel! If you want to see the girl alive again, meet us in the subway!

Don't take her down there! She'll be killed for sure!

Your girl arrives on the next subway train.

With service these days, that could take weeks!

Give me the pictures now! I can't be seen! I'm wanted for robbery, drugs and murder!

Big deal. I sneaked down here without putting in a token!

Thanks for your help, mates! I could have handled that creep myself, but it might have meant having to change my expression!

Are you Crint East-Wood?

No, but I understand the confusion! He also writes, produces, and puts himself on the screen in any junk he feels like!

Oh—then you Sylvester Stallone!

WHAT'S UP, DOC?

WELL, I PASSED THE RABBIT TEST.

Listen, mate, my girlfriend's being held captive and I'm looking for someone who is "road wise!"

You really mean "street smart," don't you?

No, "road wise"! I need someone to tell me how to get from New York City to Long Island on the expressway during rush hour—in under four hours!

That's impossible! You really are a yokel!

Listen, guys, want to have some fun?

What's your idea of fun, old man?

Breaking into a plush estate and trashing the place!

Hey, count us in! You're raising our standards! Normally we trash middle class places! This is a chance to expand our horizons!

How did you get in?!? This estate is protected by the highest state-of-the-art security available!

Who knew??? I guess I ignored it!

Boy, sometimes being naive really pays off!

I'm taking the girl with me! And so you'll NEVER find us we're going to a place you'd never think to look. My home in Australia!

So this is your house in the Outback! Where's the bathroom?

Outback!

But you said your house was just like a townhouse in New York!

Well, I meant the Bronx! Wait, I smell those drug creeps!

How close are they?

They're just boarding a plane in America to come hunt us down!

Boy, that's some nose, Crock!

HOME SWEET HOME

AUSTRALIA

You kill the girl. I'll kill Dummee!

Yes, but I'm into revenge, not logic! Besides, I wanted the triple bonus mileage from the airline!

Isn't it dumb to fly all the way to Australia to track them down since they can't do anymore harm?

WELCOME TO AUSTRALIA

Our guide ran away! You will lead us to Dummee or die!

That's a very generous offer, mate! You're on!

So far one of our men was dragged two miles by a raging buffalo and one was attacked by bats! Dummee's cunning, but ne never actually kills anyone!

He could kill us at any moment but he prefers to only humiliate us!

Isn't it odd that he just teases sleazeballs like us but kills innocent wildlife for fun?

I think the fact that he's from down-under makes his morals ass-backwards!

The natives said we're to be eaten! Just how backward are they?

Not all that backward! We're to be microwaved first!

What happened to Waldorf, our guide?

Couldn't he fight the crock off with that big knife?

He was attacked by a crocodile!

That's the strange part! It was the crocodile that had the big knife!

HOSPITAL WASTE FOR AUSTRALIA ONLY

At last I shot you, Dummee! Too bad Reako wasn't here to see it!

I am Reako, you stupid *&%$#! Dummee dressed me in his clothes!

How was I to know?

Does Dummee wear $500 loafers? Does he wear $300 shirts? Does he wear $200 underwear? Does Dummee even wear underwear??

Crock, you're such a brave man! You went up against seven tough armed drug dealers and you never flinched! And you walk through the jungle inhabited by all sorts of wild beasts and never even blink an eye! Does anything scare you?

Definitely not, Zoo! Nothing scares me!

Well, will you marry me?

Er... ma... mar... marr... marry you?

Ah hah! I think she just hit upon the one thing that scares Crock O'Dull Dummee!

THE END

PART II

THE FREE-STYLE FIRING-SQUAD FIASCO

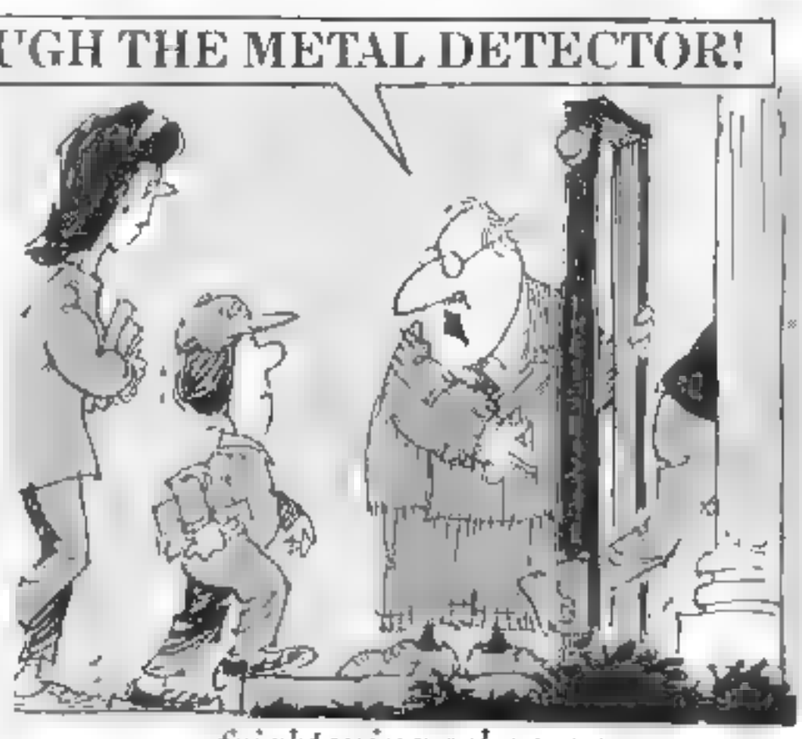
ANY LAST REQUESTS, ARAGONES?
YES, CAPTAIN! I DON'T WANT TO BE SHOT LIKE A DOG! I WANT A SPORTING CHANCE!
VERY WELL, FOLLOW ME!
YOU SWINE! DO YOU CALL THIS A SPORTING CHANCE?
DON'T WORRY, AMIGO, IT'S COMING, IT'S COMING!
PULL!
TWANGGAGA
THWACK!
EL DUCK

JUST A PHRASE WE'RE GOING THROUGH DEPT.

Words are funny little creatures. They can bring joy or sadness, hope or despair. And often it doesn't matter what the words are, as much as

SAME WORDS...*DIFFER*

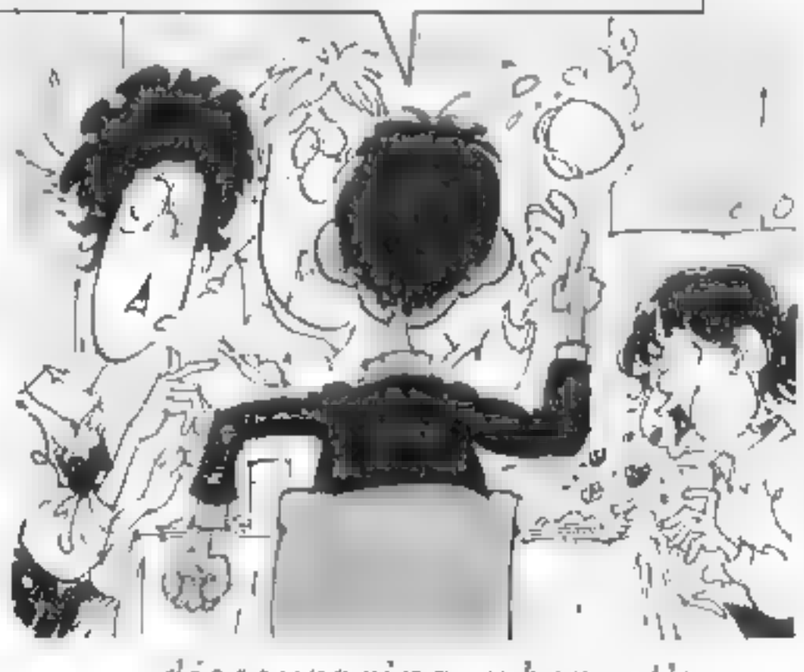
...is comforting when entering an airport.



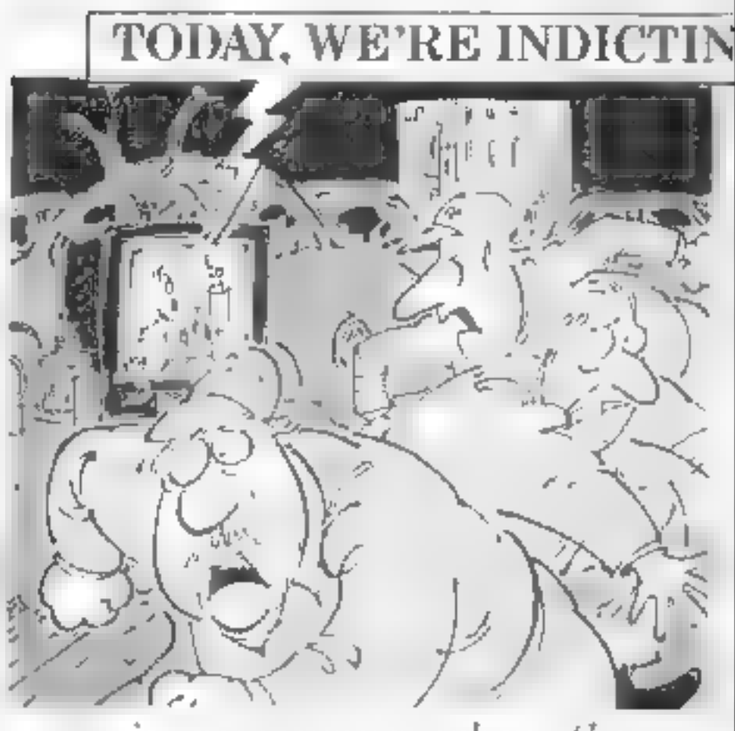
...frightening when entering your high school!

... is terrific when your girlfriend is describing you to her parents

...is encouraging when it's your daughter fighting for equality at her work place.



...discouraging when it's your son making an announcement at the dinner table!



...is reassuring when the D.A. is prosecuting members of a local auto theft ring.

...is good advice when a friend offers you drugs.

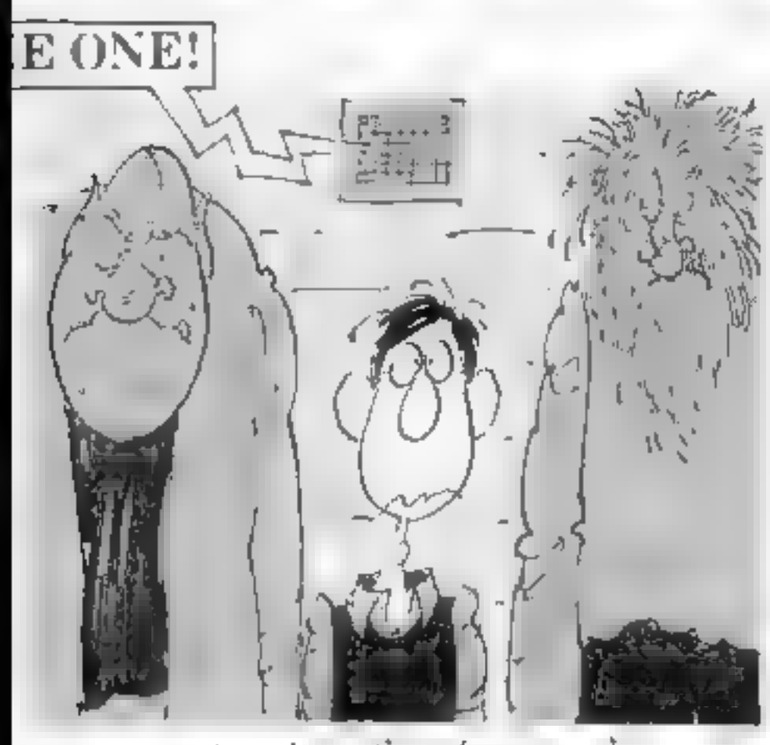
...bad advice when an addict puts a gun to your head and demands money!

...is thrilling when a friend is checking out your new engagement ring.

who's saying them and to whom they are referring. Get it? Neither did we, until one of our hack writers came up with this MAD guide to...

...ENT CIRCUMSTANCES!

ARTIST· PAUL COKER WRITER· J PRETE IDEA CHRISTOPHER ALLEN



...not so terrific when you're standing in a police line-up!

...is reassuring when it's an insurance agent discussing your claim

...alarming when it's anyone discussing your burning rash!

...less reassuring when the D.A. is prosecuting members of the White House staff!

...is good when someone's talking about the computer program you just bought.

...is horrible when someone's talking about your sister!

...not so thrilling when it's a doctor examining your goiter!

...is adorable when hearing about someone's new puppy.

..really gross when hearing about someone's new boyfriend!

LIKE A VERSION DEPT.

When we want to tell you a story, we get someone else to do it! (God forbid *we* should make anything up!) You might recall that in MAD #268 we found some terrific storytellers—

MORE FAMOUS STORIES AS

ARTIST: BOB CLARKE

Once upon a time, a businessman named Al Capone, may he rest in peace, lived in Chicago. The Government passed a law making it a crime for a working stiff to relax with a bottle of beer or have a glass of wine with his supper. Mr. Capone, being a humanitarian, decided to do something about it. In the patriotic tradition of our forefathers who dumped a load of tea in the Boston harbor to protest another unjust law, Mr Capone went into the brewery business so that the American public could satisfy their God-given right to get smashed!

This didn't sit too well with the Feds. They sent G-man Elliot Ness after Big Al. The only way Ness could get Capone was to frame him on a trumped-up income tax rap. Capone was arrested and put on trial. The fix was in. He was convicted and sent to the slammer. But even though Capone lost the battle, he won the war. Prohibition was repealed and booze became legal again.

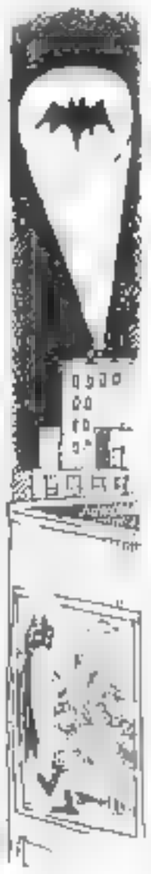
So the next time you're at a ball game knocking back a cold beer, or having a shot at your favorite tavern, say thanks to Al Capone, the American hero who made it all possible.

THE UNTOUCHABLES

as told by John Gotti

It's a Wonderful LIFE

as told by Donald Trump



George's brother ted a small savings and loan business from his father. He lent money for mortgages. When people couldn't make their payments he told them not to worry about it. What a schmuck! He should have foreclosed and kicked them out! He could have gotten a tax abatement and built condos, a high-rise office complex, and a gambling casino. He just didn't understand the art of the deal.

One day while checking George's books, the bank examiners found an $8,000 discrepancy. George's drunken uncle had lost the money on the way to the bank. Unless it was replaced, George faced criminal charges. I can't believe the guy didn't have eight grand to his name! Hell, I gave more than that to Ed Koch's re-election fund—and I *hate* Ed Koch!

George panicked and decided to kill himself. But he was stopped by an old guy claiming to be an angel. George said he wished he'd never been born. So the angel took George into the past to prove that his life had been meaningful. Ha! In my opinion, George was a total loser! He never made a million-dollar deal, he never had his picture on a magazine cover, and he never shook hands with Mike Tyson or Don King.

Anyway, George realized his life was okay and he returned to his family. His friends took up a collection to replace the money. George resumed his useless job at the building and loan company, barely scraping out an existence. This is a wonderful life? Come on.

people who—well, let's just say they really throw themselves into drama! Ha! Excitement like that deserves a second edition! Yes, it's time once again to curl up (or throw up) with

TOLD BY FAMOUS PEOPLE

WRITER LOU SILVERSTONE

RAMBO

as told by Ronald Reagan

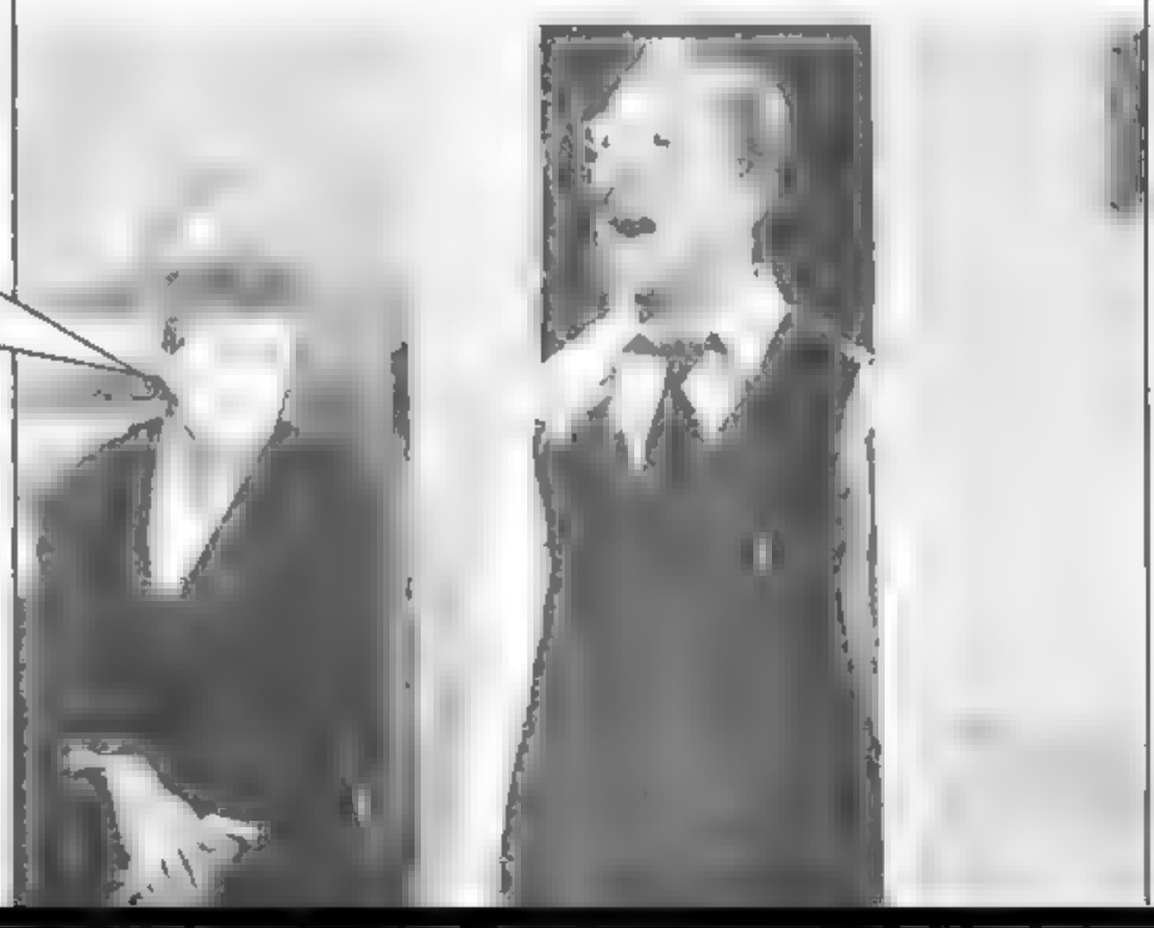
Rambo was a brave, patriotic soldier. He was the kind of American that makes me proud to be Commander-in-Chief. Rambo reminds me of another great hero, Duke Wayne, who, as we all know, practically won World War II singlehandedly. Rambo had Duke's brand of determination—he wouldn't let anyone or anything stand in his way.

Well, we had photographic proof that some Americans were still being held in Viet Nam. We told Rambo to go in and bring them out. We dropped him by parachute into enemy territory. Let me tell you, that jungle was crawling with heavily armed Vietnamese soldiers and their so-called Russian "advisers." Rambo went into action and those Commies never knew what hit them. Rambo accomplished his mission and brought our boys back home.

I wish that Ollie North and the guys at the National Security Council had asked me how to gain the release of our hostages in Iran. I would have told them to forget about that arms-for-hostages deal. Just send in Rambo! He'll get the job done. Unfortunately, they never discussed their plans with me—at least I don't think they did, I really can't remember...

Death of a Salesman

as told by Gary Hart



Willie Loman was a salesman, and, like politicians, salesmen are forced to spend a great deal of time on the road, away from their loved ones. It's a lonely life, living out of a suitcase, eating in restaurants, and sleeping in strange hotels. And salesmen, just like politicians and ball players, are only human

To relieve the loneliness, Willie had an occasional, harmless date. Just some dinner and friendly conversation. Willie was enjoying one of these innocent encounters with a young woman when his son, Biff, made a surprise visit. Biff didn't want to hear Willie's explanation Like the media, he assumed that Willie was cheating on his wife. Biff never forgave his father, and he never let his father forget it. But Willie's wife knew better. She trusted him and remained loyal

At this time we had a president who was void of any new ideas. He felt that unemployment was the only way to fight inflation. Thousands of people lost their jobs, including Willie. Willie was desperate. He committed suicide so that his wife would get his life insurance money.

Willie's tragic tale didn't get any coverage from the media. I guess they were too busy hiding in the bushes stalking some presidential candidate.

PERFORMING LAUGH RITES DEPT.

A MAD PEEK BEHIND THE SCENES AT A COMEDY CLUB

WRITER LOU SILVERSTONE

ARTIST SAM VIVIANO

How did you like my act tonight? I wrote all the material myself.

Sure, he watched TV and wrote down everything Letterman said, word for word!

I can't figure you out. Everytime a comedian does something gross like burping or using foul language, you applaud. I do the same thing and you say I'm a disgusting pig!

Did you see my set tonight? Man, I was on a roll, one gag after another! I bet I told ten gags a minute!

Yeah, that's because you weren't interrupted by laughter!

The funniest thing in this place is calling these "frisbees with legs" a "table for four"!

Not so loud, the boss doesn't like the busboys being funnier than the comedians!

If that guy's a comedian he must be pretty desperate, writing down the lousy jokes in this joint

We really have a young crowd tonight. The only things over 21 years old in here are the jokes!

I guess these kids like to laugh!

No, they like to drink! We're not too tough when it comes to checking I.D.s!

He's not a comedian, he's a writer for MAD Magazine!

I'll tell ya, with all the new **comedy clubs**, **cable stations** and **TV specials**, there's a real **shortage of comic talent**.

I'll say! Last week, the **microphone broke**, the **electrician** came out to fix it and he was such a **hit**, this week he's playing **Atlantic City**!

ONE WAY

REST ROOMS

Hoo! That last comedian was so **funny** I almost **wet my pants!**

You might as **well**, did you see the line for the **john**?!

Start spreading a **rumor** that **Eddie Murphy** is going to make a **surprise visit tomorrow night!**

We did that **last week!** How many times do you think our **customers** will **fall** for that **Eddie Murphy garbage?**

All **right**, this time make it **Robin Williams!**

Gee, I **don't know** which show to do, **Letterman** or **Carson!**

Wow! You got **offers** from **Carson** and **Letterman?**

No, I only have an **hour left** on my **tape** and I don't know which show I should **set** my **VCR** for!

Geez **$15** to get in, two drink **minimum**— this is **costing** us **$40!** That's about **$10 a laugh!**

We could have **rented** a **Richard Pryor video**, got a **six pack** and **saved** ourselves **$30!**

We're **raising** the **admission** from **$10** to **$15** tonight. I just found out one of our **comics** was on **prime time** TV last week and I figure that means people will gladly **pay** an **extra five bucks** to **see him!**

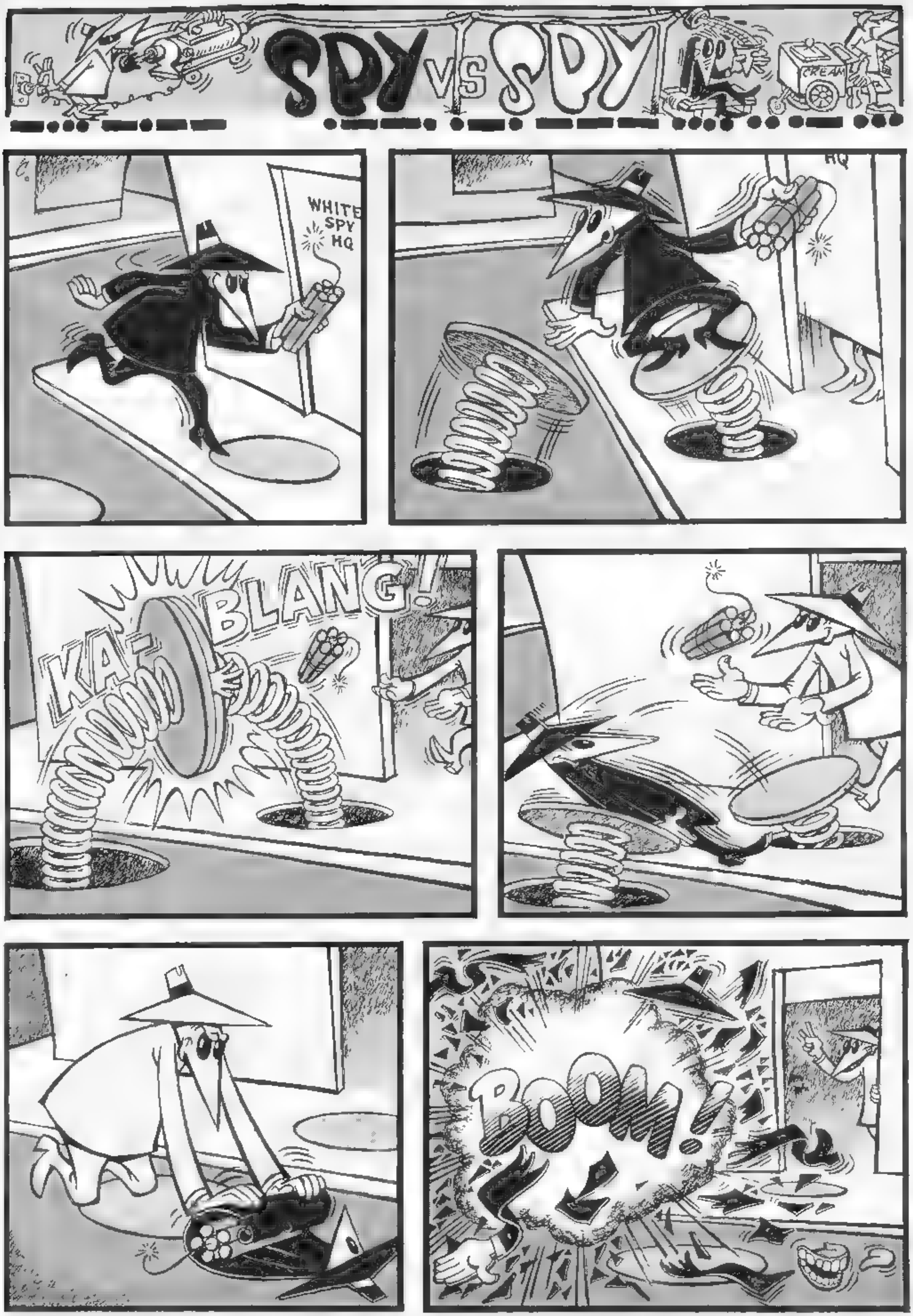
What **show** was he on?

The **Six O'clock News!** He was a **witness** to a **car crash!**

SPECIAL

CHEAP

MISSION


SPY vs SPY
WHITE SPY HQ
HQ
CREAM
KA-BLANG!
BOOM!

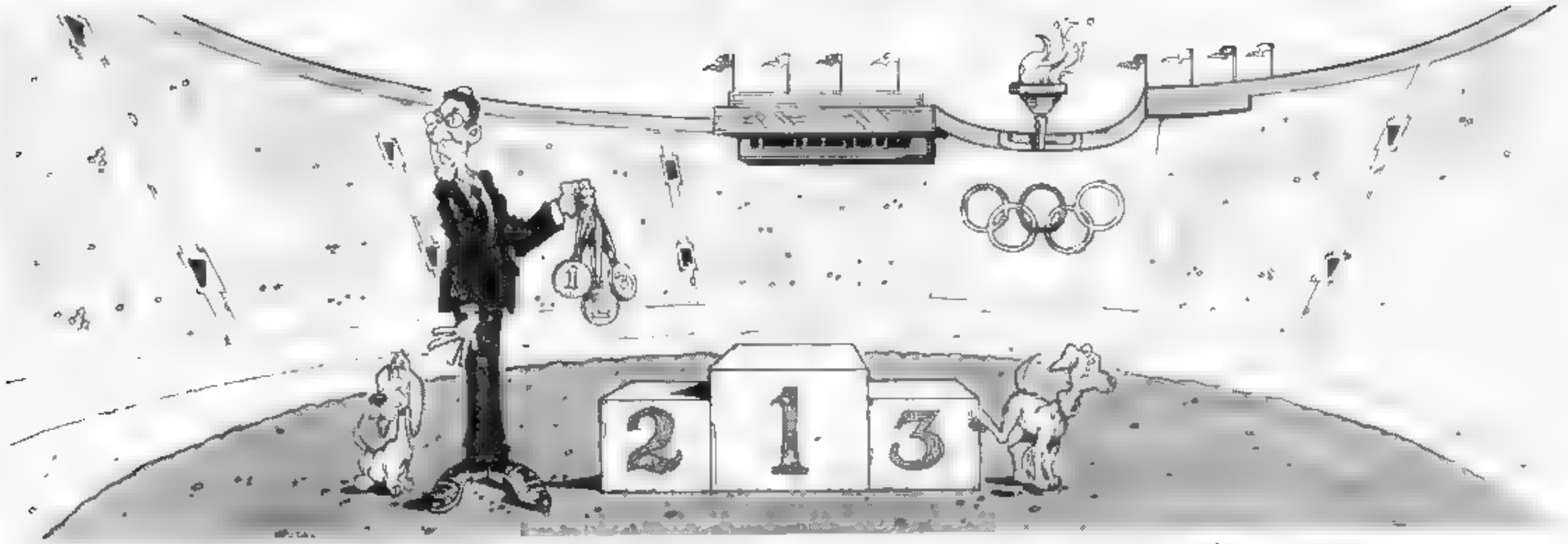
GOLD MEDDLING DEPT.

Ever since the first modern Olympics were held in Athens in 1896,* politics has intruded into what is supposed to be a celebration of individual athletic achievement. What do we at MAD think can be done about this travesty? NOTHING! C'mon, Olympic Organizing Committee, get off your high horse! It's time to admit there's not a thing you can do to keep politics out of the Games! You might as well welcome it in with open arms by introducing these...

POLITICALLY INSPIRED OLYMPIC EVENTS

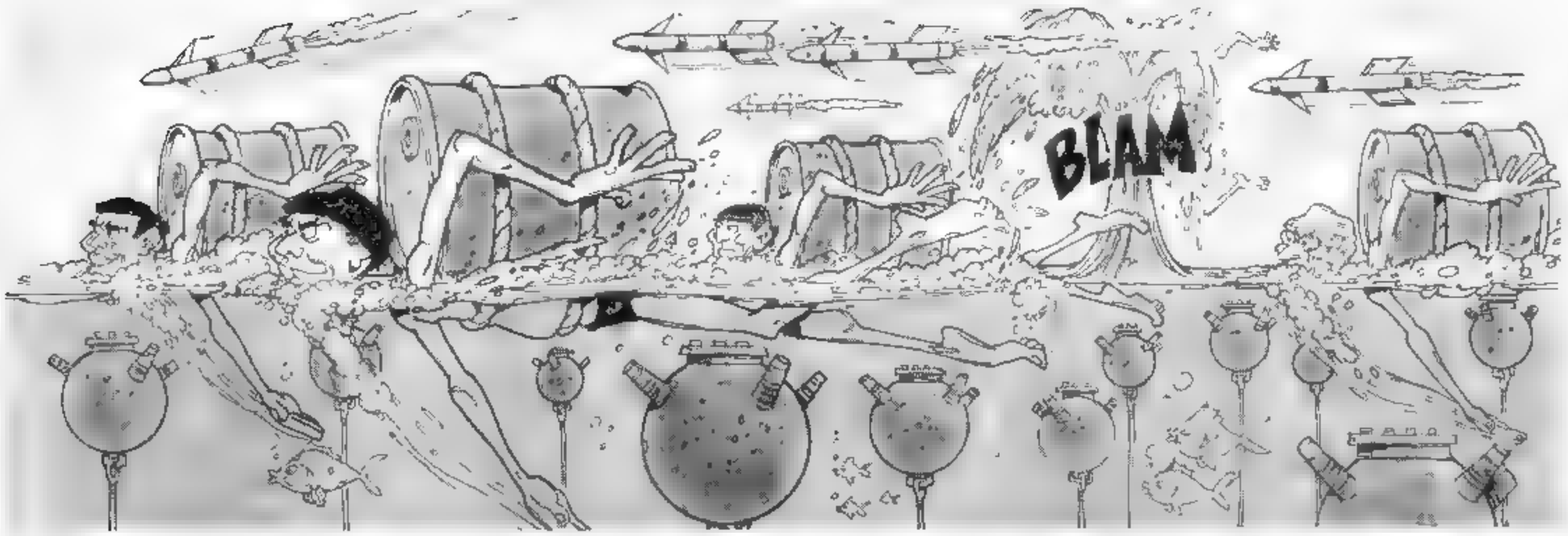
ARTIST: BOB JONES WRITER: MIKE SNIDER

OLYMPIC BOYCOTTING



Since "not showing up" has become such a popular feature of the Games (The U.S. in '80, the Soviets in '84)—why not turn it into an event? Judges will award points for: Best-sounding excuse for staying away; number of other countries the boycotting nation pressures into staying away; and most effective silencing of whiny athletes who think sports and politics don't mix. A money-saving event, since none of the winners will be present to get their medals!

PERSIAN GULF MINE-DODGING



In this event, competing teams of international swimmers strap 50-gallon oil drums to their backs and swim through the mine-infested waters of the Straight of Hormuz. Points are awarded for speed, style and total number of Silkworm missiles avoided.

*See? Who says MAD isn't educational!

CROSS-COUNTRY INVADING

A full slate of international tensions, animosities and border squabbles makes this the perfect year to inaugurate this event! The Soviet Union's history of attacks on Poland, Afghanistan and Hungary establish it as *the* team to beat, but don't count out Iran or Iraq, either! Local favorite North Korea (reportedly *itching* for a rematch with host country South Korea) could provide spectators with more action and excitement than the Games have seen in years!

EMBASSY GATE HIGH HURDLES

Teams of fully armed Middle-Eastern terrorists (or, as they prefer to be called, "students") must successfully leap over security barriers, gates and fences in order to storm the nearest U.S. Embassy. Bonus points will be awarded for viciousness of anti-American chants, amount of mindless property destruction and manipulation of television news camera crews covering them.

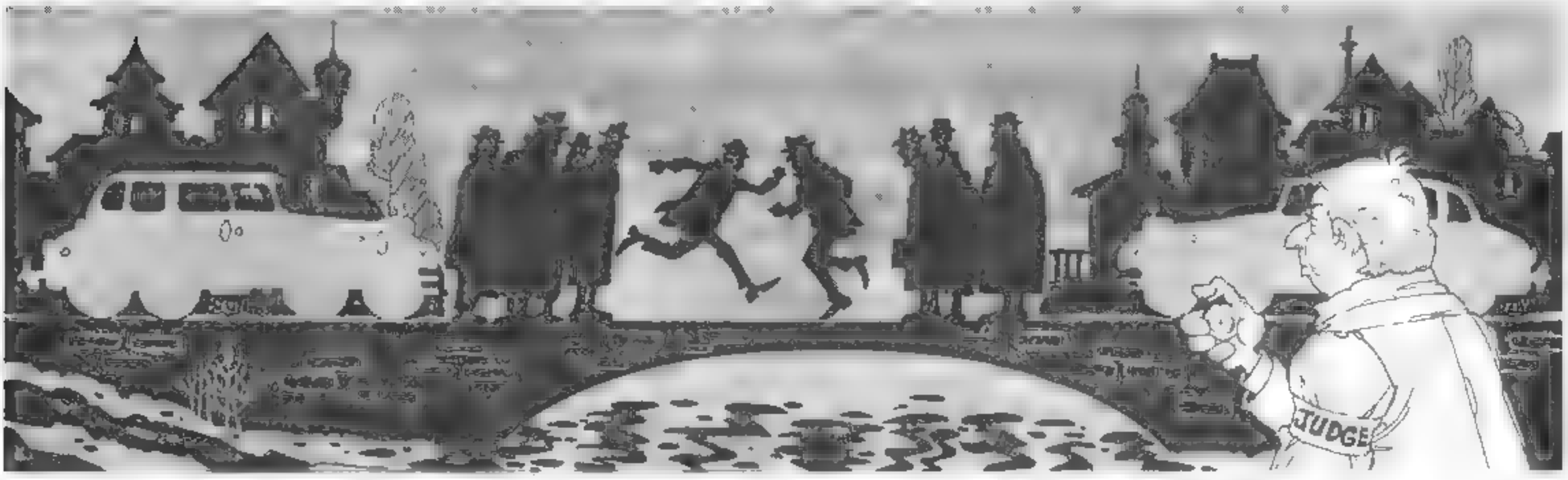
DEPOSED DICTATOR'S TRIATHLON

Prospective competitors (chosen by uprising or revolt) must finish all three events alive and out of prison. Event #1: Last-minute looting of national treasury. Event #2: Escaping angry mobs storming palace. Event #3: Finding a new home in a country that's not too picky about who it lets in. Current record holders include: Claude "Baby Doc" Duvalier (making fastest getaway) and Ferdinand Marcos (most money and gold stolen; best home-in-exile; goofiest wife).

MOVING-DEMONSTRATOR TARGET SHOOTING

Many countries maintain regiments of marksmen to deal with troublemakers who challenge that government's "right" to lie, steal or oppress. Here is a chance for these keepers-of-order to "show their stuff" in open competition. The Olympic Committee can sanction events for the three different styles of protester-shooting: Northern Ireland Style (pressurized water cannon) Republic of South Africa Style (live rifle ammo) Warsaw Pact Style (SS-20 medium range missiles).

SYNCHRONIZED SPY-SWAPPING



How's this for a sport? It's three a.m. on a deserted bridge linking East and West Germany. Two opposing teams must get to the middle of the bridge, simultaneously trade a captured enemy agent for one of their own and then escape unharmed. Okay, so it's not *that* exciting, but it sure beats the hell out of other lame junk like "Shot-putting" and the "Triple Jump"!

10,000-KILOMETER SECRET ARMS SHIPMENT RELAY

Inspired by the infamous Iran/Contra affair, this relay calls on competitors to send large shipments of lethal weapons to their favorite "Outlaw Nation" using the most complicated and confusing route possible. Olympic judges may choose to use the official Ollie North rules:

Participants MAY NOT: 1) Obey any laws; 2) Get permission from any superiors; 3) Tell the truth.

A BAD CASE OF THE TWERPIES DEPT.

And now, MAD answers the burning question no one bothered to ask...

What is

A SUPERNERD IGNORES OBVIOUS HINTS...

A SUPERNERD ALWAYS BRINGS HIS MOTHER ALONG...

ARTIST AND WRITER: PAUL PETER PORGES

A SUPERNERD NEVER KNOWS WHEN THE PARTY IS OVER...

A SUPERNERD ALWAYS CALLS AT THE WRONG TIME...

a SUPERNERD?

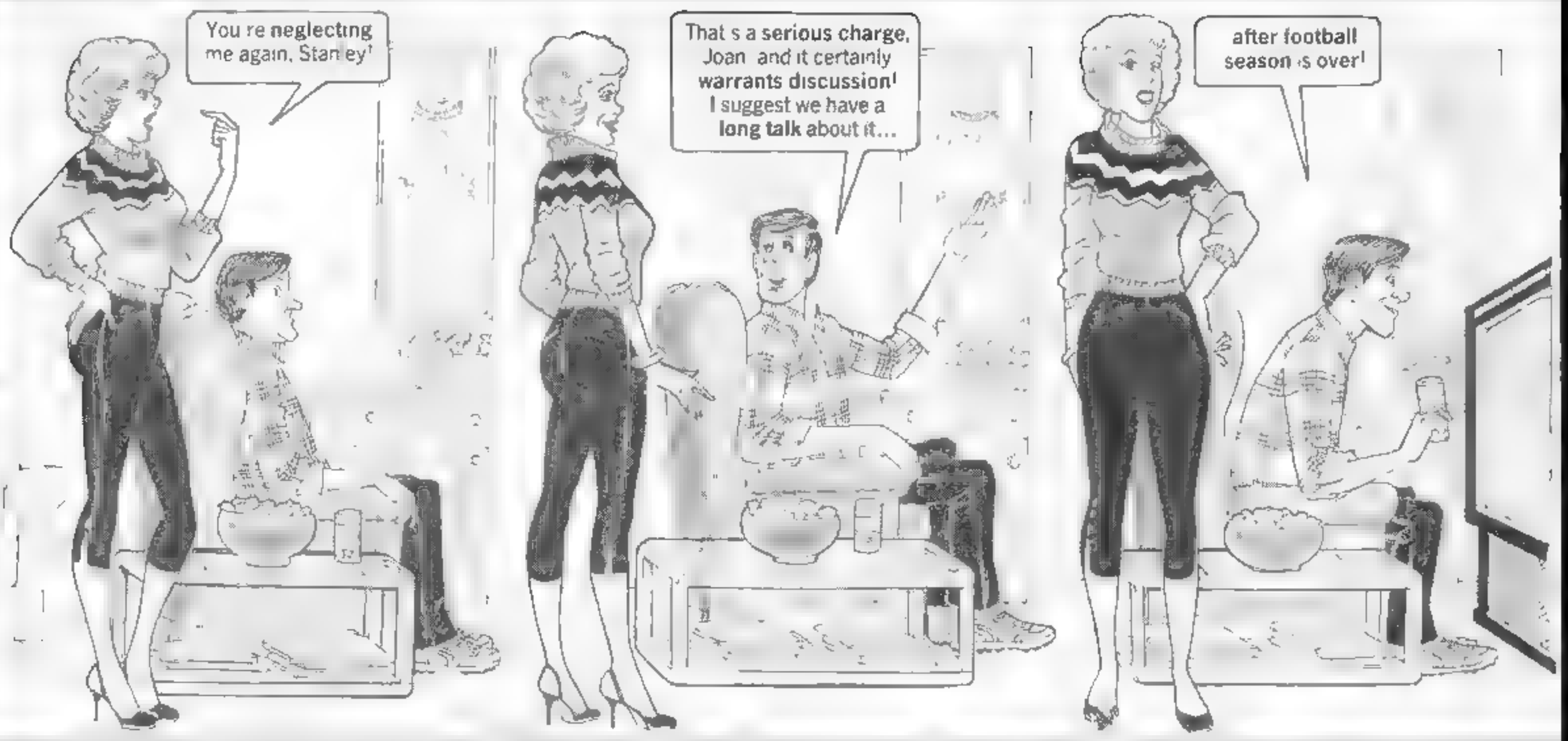
A SUPERNERD ALWAYS SHOWS UP TOO EARLY FOR BLIND DATES...

A SUPERNERD CLUMSILY PERFORMS SIMPLE OPERATIONS...

A SUPERNERD ANSWERS BEFORE THE QUESTION IS ASKED...

A SUPERNERD AUTOMATICALLY IRKS HOUSEHOLD PETS...

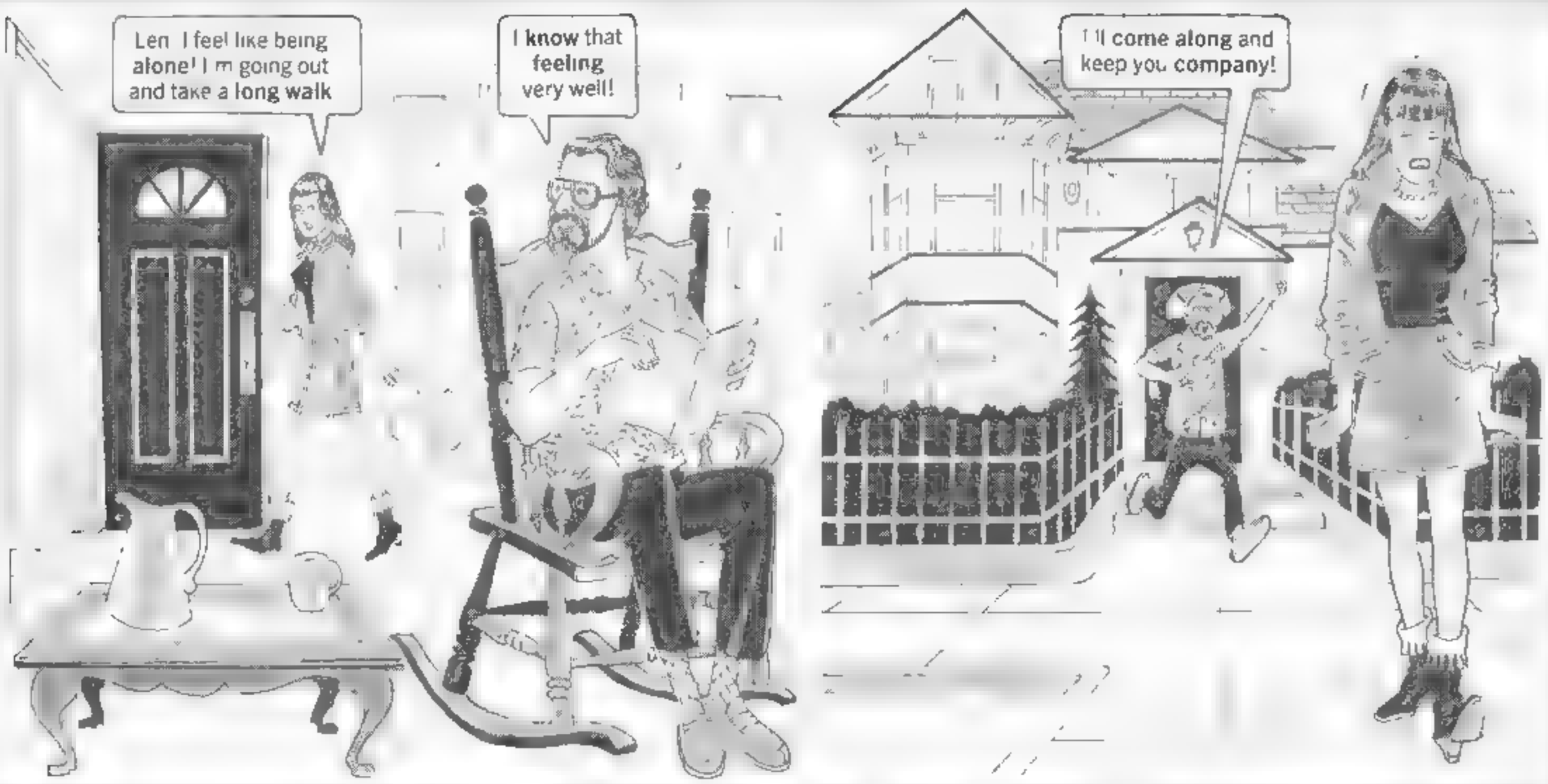
COMMUNICATION


You're neglecting me again, Stanley!
That's a serious charge, Joan and it certainly warrants discussion! I suggest we have a long talk about it...
after football season is over!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

MOODS


Len I feel like being alone! I'm going out and take a long walk
I know that feeling very well!
I'll come along and keep you company!

INQUIRIES

R SIDE OF...

ARTIST & WRITER
DAVE BERG

CARS

Diane, I can't decide whether to buy this car or not...
Are you kidding? That one? Our kids wou dn t be caught dead driving a car like that!
CRAZY BILL'S
USED CARS
STEAL ME FOR ONLY $ 5 99
I'll take it!

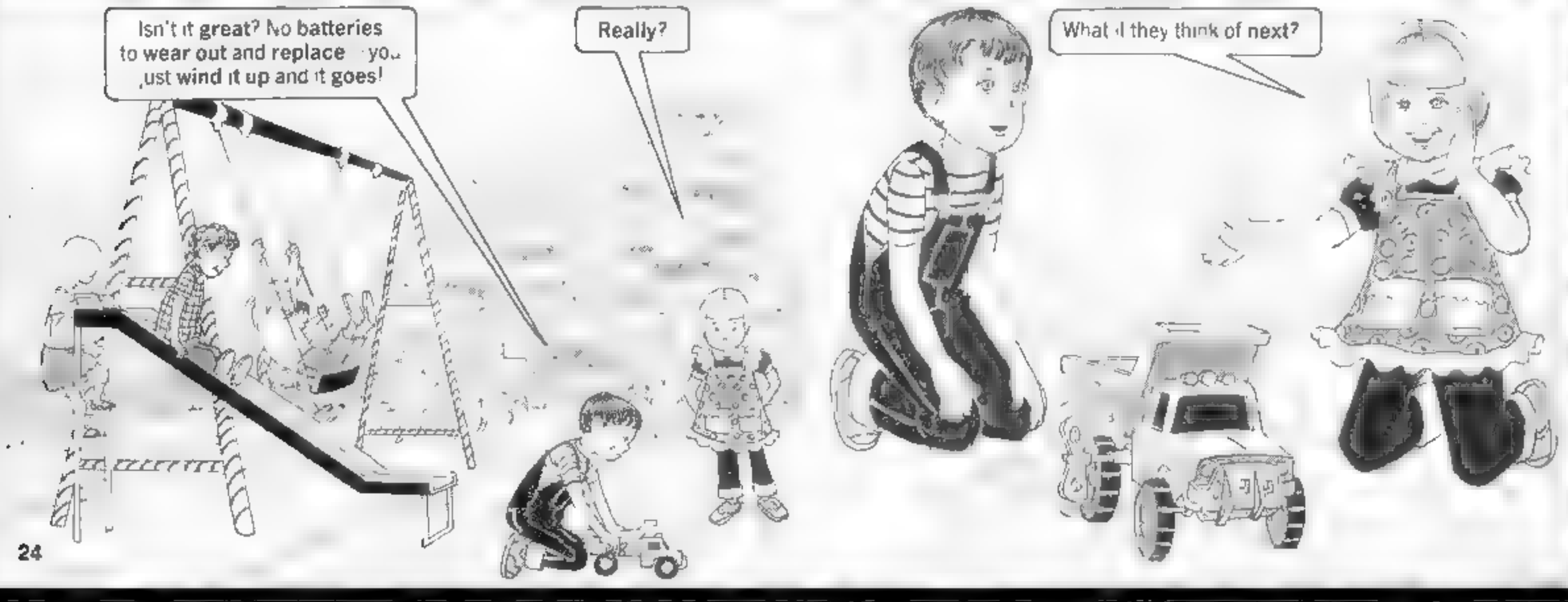
WEDDINGS

Just look at that happy couple!
If you ask me, I think they look more anxious than happy!
I'm talking about the parents of the bride!

AMBITION

RELIGION

TOYS



APPROVAL

SMELL

Then he was saved!
For months I've been experimenting with different expensive fragrances, but never got any reaction from my boyfriend! But I finally found out what turns him on...
The smell of beer!

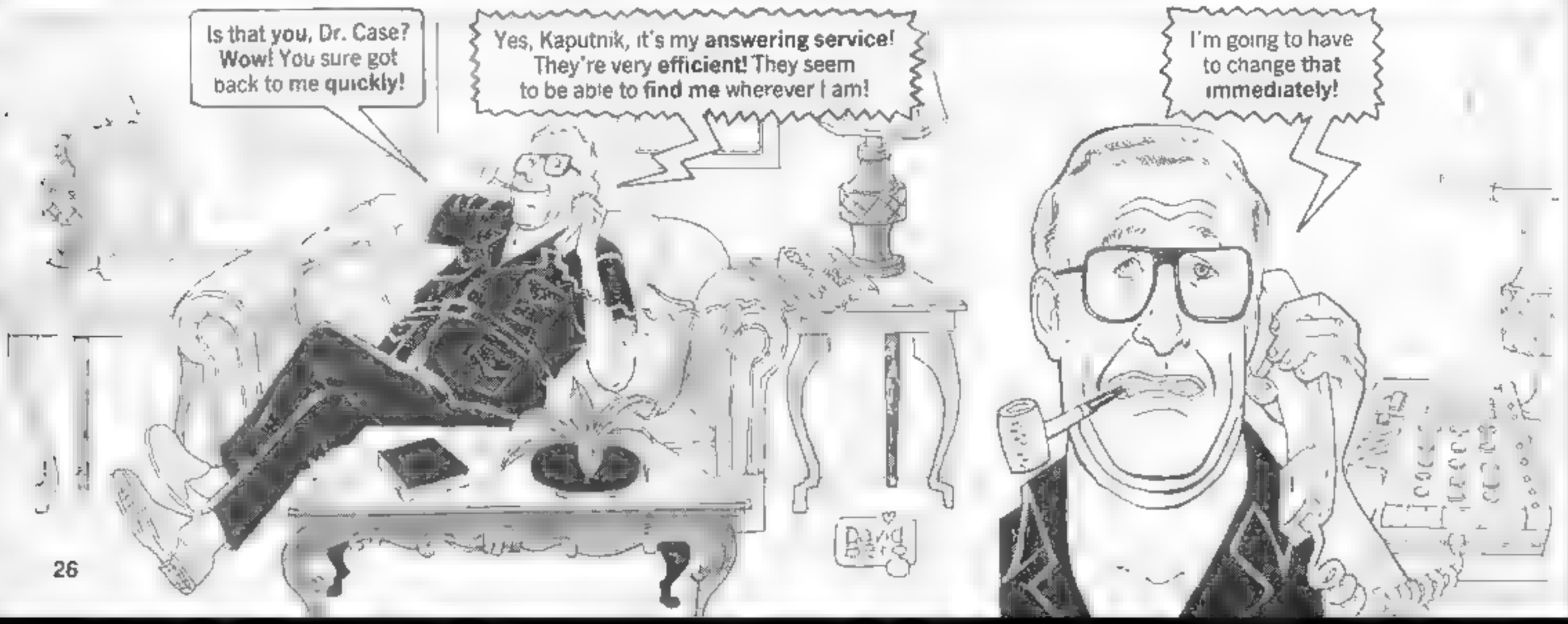
SPACE

FINANCES

Mr. Games, you just gotta give me a raise! I can't make it with my income!
It could be a lot worse, Brenner!
Think about trying to make it without it!

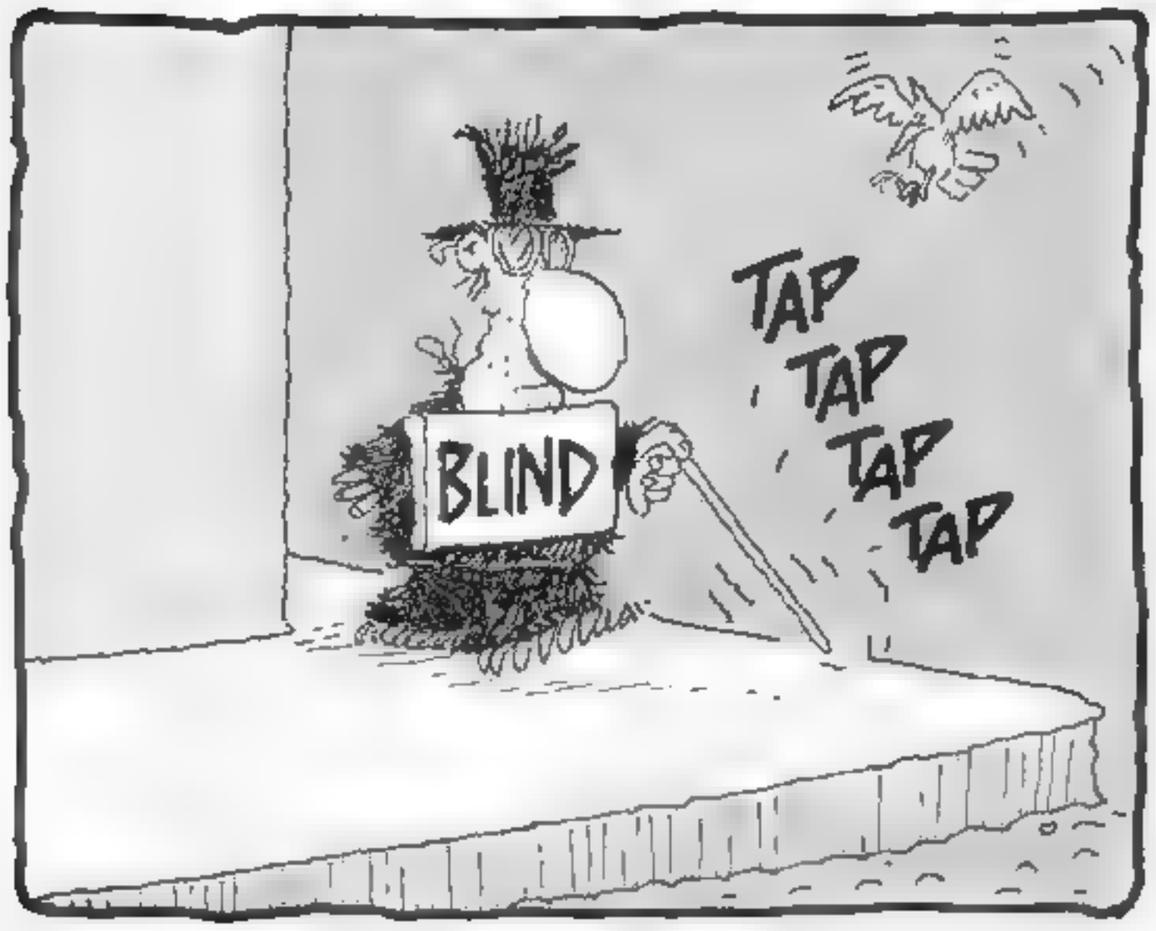
SKILLS

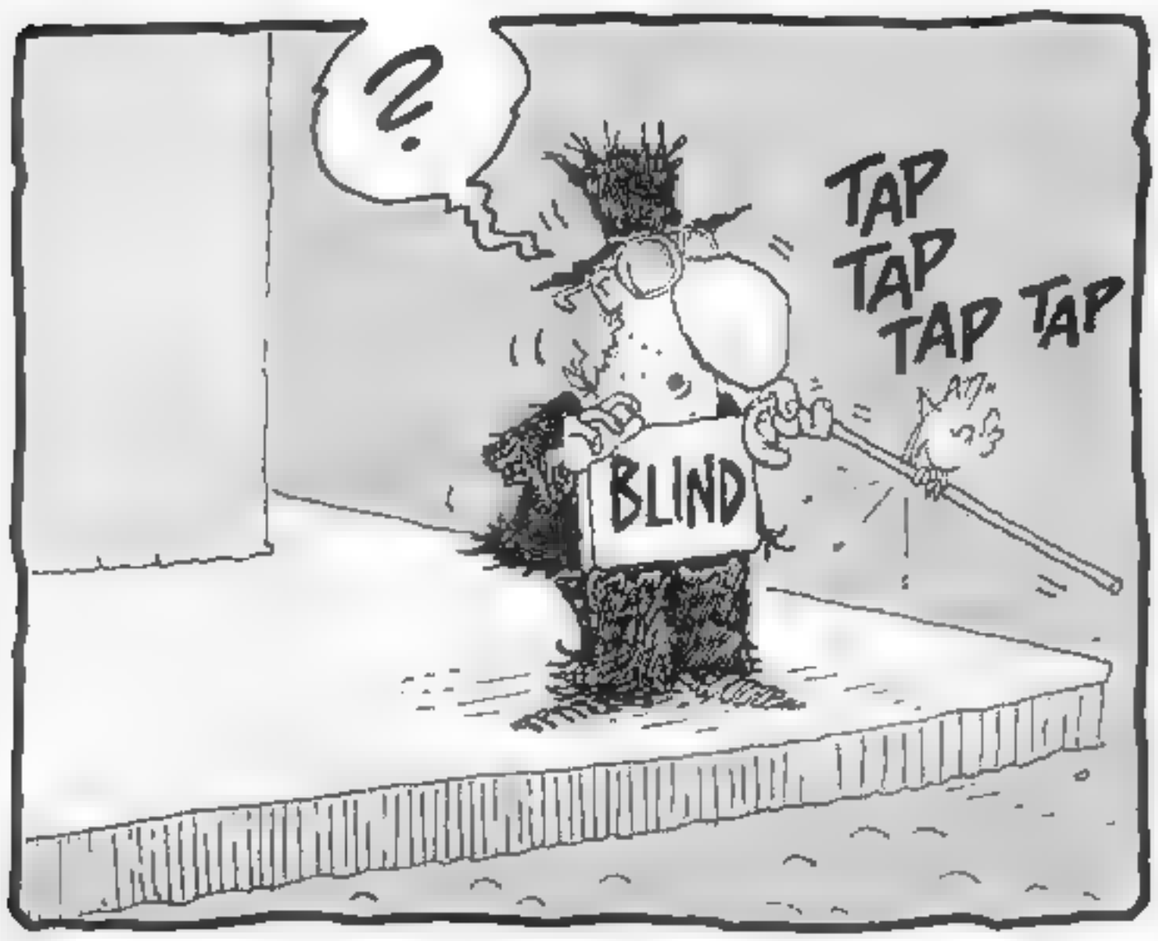
DOCTORS


Is that you, Dr. Case? Wow! You sure got back to me quickly!
Yes, Kaputnik, it's my answering service! They're very efficient! They seem to be able to find me wherever I am!
I'm going to have to change that immediately!

TALES FROM THE DUCK SIDE DEPT.

THE PESKY PECKER PUZZLER





ARTIST AND WRITER· DUCK EDWING

the SAGA

It was many and many a year ago,
In the land of the brave and the free,
That a firm did arise and soon grew to great size,
And its name was AT&T,
But its foes cried, "Unfair! You can't hog the whole share!
"A monopoly's bad as can be!"
And they fought very tough and in time, sure enough,
They were breaking up AT&T.

Thus began a great war like no battle before,
With a dozen firms running amok,
You've got Sprint, MCI, sev'ral more shooting high
For a slice of the long-distance buck;
And they snow you with ads pushing trendy, new fads,
Like no hustle you ever did see;
Till you fall for their pitch and you're making the switch,
Waving bye-bye to AT&T.

Soon you're making a call to a guy in St. Paul,
When you're hearing a horrible screech;
So you dial him once more and are reaching a store
Selling kitchen supplies in Palm Beach;
So you're trying again and are getting through when
You discover your line has gone dead;
And you're fit to be tied, which is when you decide
That you'll write him a letter instead.

# of AT&T

ARTIST JACK DAVIS WRITER FRANK JACOBS

(with thanks to Edgar Allan Poe, who had some hang-ups of his own)

Once a month you get ill from a 14-page bill
Full of charges you can't comprehend,
Plus a plan ultra-new, bringing savings to you
Just so long as more money you spend;
Everywhere that you look, there's more gobbledygook
As they tout Fiber Optics and such,
And you're cursing your luck and you feel like a schmuck
While your dollars they reach out and clutch.

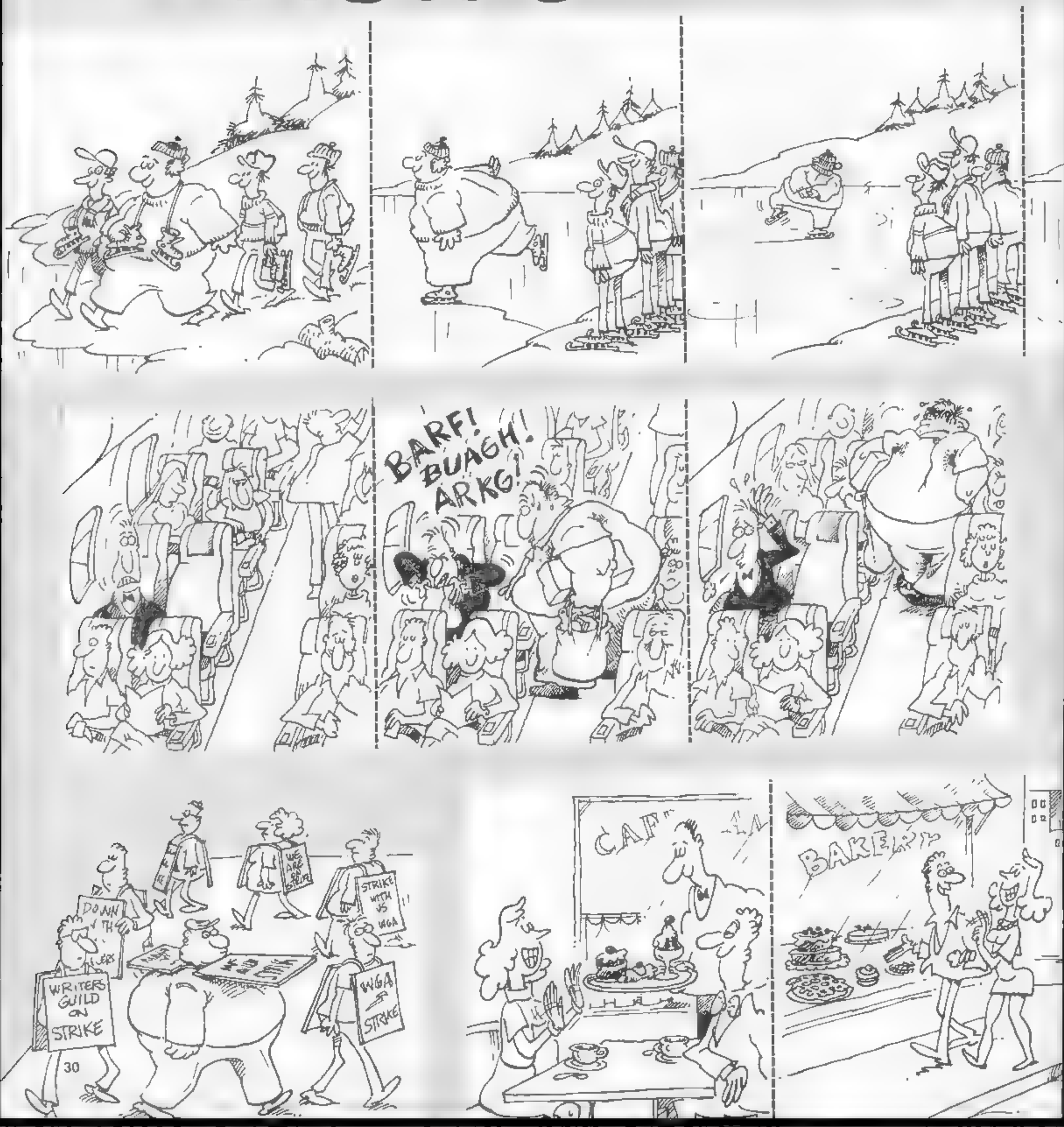
Yes, they're making a haul when a Talk Line you call,
And you're ripped off at two bucks a pop;
Check the bundle you've blown for that self-destruct phone
You bought "cheap" in some ding-a-ling shop,
See that pile on the floor full of phone-books galore
That not even a Pack Rat would save,
When you're done, put your ear to the ground and you'll hear
Mr. Bell turning 'round in his grave.

Now we're told all the time, it's a terrible crime
When some giant monopoly rules;
"Competition's the way," the economists say,
Which is what we are taught in our schools;
But from seeing the mess screwing up the U.S.,
Any imbecile plainly can see
Life was better back then in those ancient days when
We were screwed just by A T & T!

SERGE-IN GENERAL DEPT.

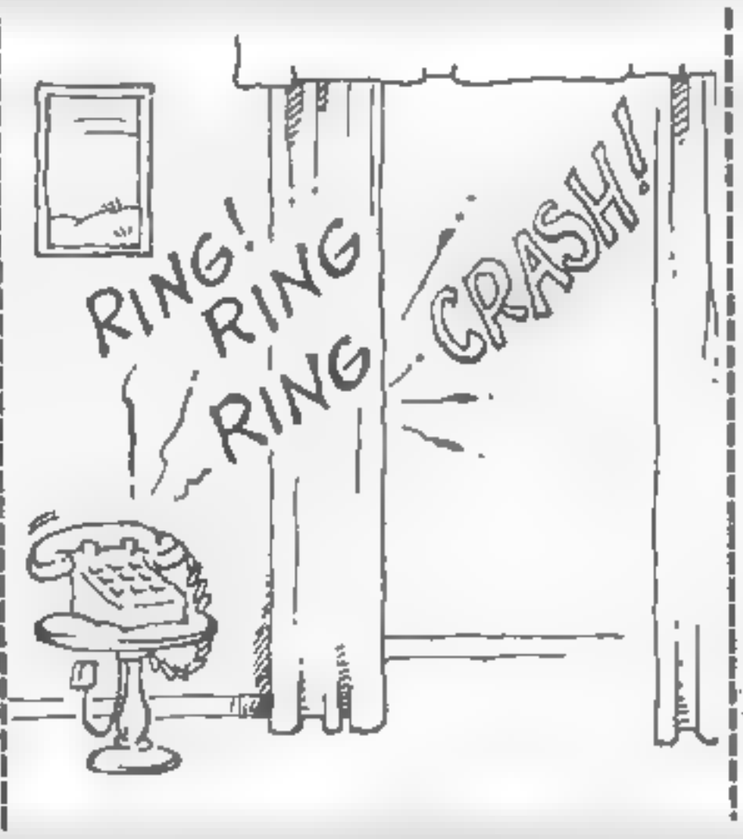
A GOOD LOOK

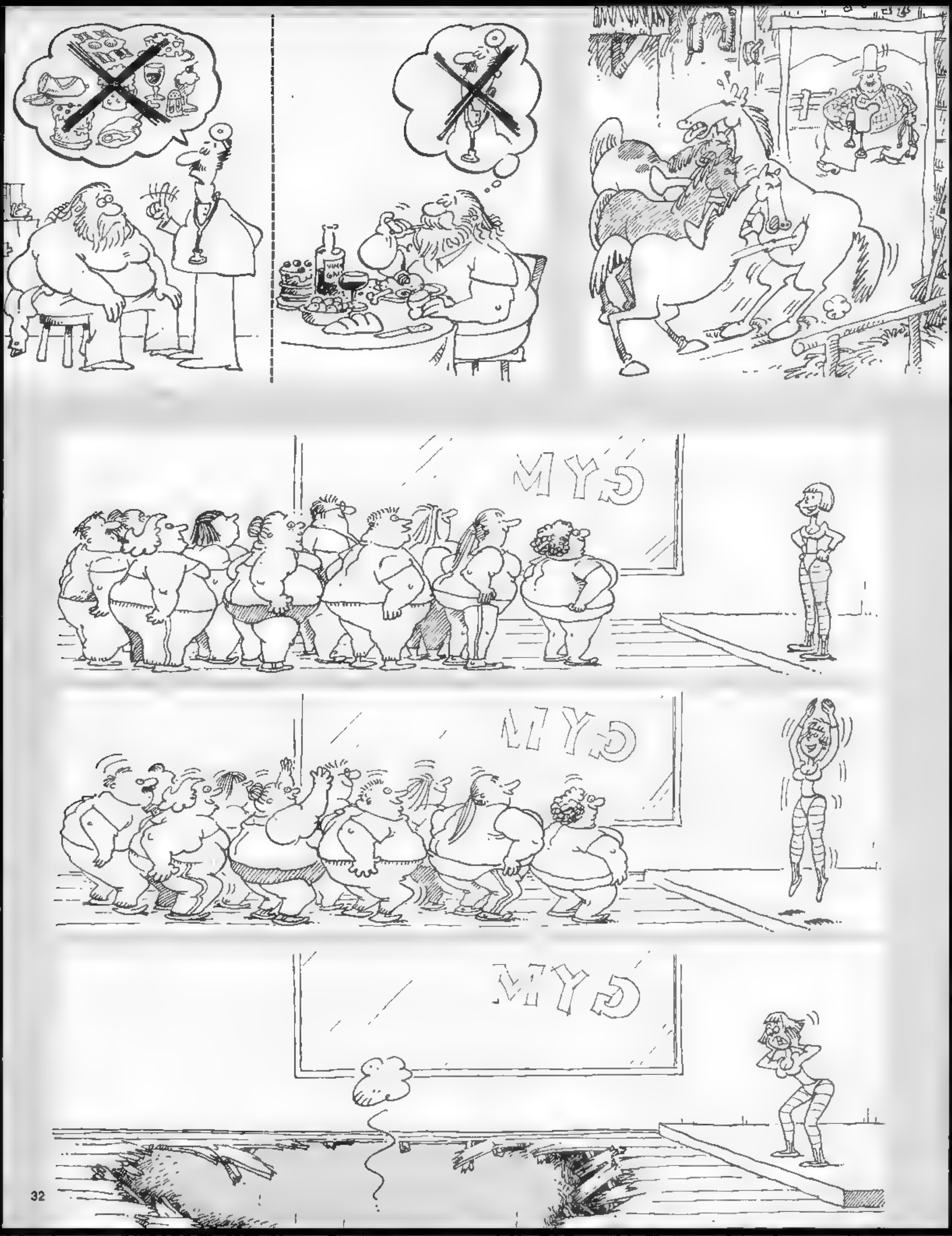
ARTIST AND WRITER



AT EAT

SERGIO ARAGONES




GYM

We the people of the United States, in order to form a more perfect Union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America.

ARTIST GERRY GERSTEN WRITER FRANK JACOBS

When the founding fathers wrote this Preamble to the Constitution, they hoped it would suit everyone for centuries to come. What they didn't count on were the folks today who occupy the fringes on the right and left. For them there's but one solution, and that's

REWRITING THE CONSTITUTION FOR POLITICAL EXTREMISTS

For Ultra-Conservatives

We the flag-waving

patriots of the U.S.A, affirming our God-given destiny to muzzle the bleeding-heart liberal press, speed our nation's punks and psychos to the gas chamber while preserving our right to pack a .44 Magnum, seek out and eradicate the Commie enemy before he turns us into chopped liver, overwhelm and otherwise stick it to the welfare cheats, pro-abortion fanatics and other low-life, free our hallowed land from any and all squishy-soft wimps whose views run counter to ours, and denounce the left-wingers for their failure to balance the budget, hereby create, invoke and otherwise make our day with this red-blooded, tell-it-like-it-is Constitution of the United States of America.

For Ultra-Liberals

We the do-gooders of the United States, firmly dedicated to help everyone whether they want it or not, foster fair play for misunderstood criminals and other minorities, appeal to the public guilt, put down and scoff at anti-gun control fanatics and pro-death penalty freaks, identify our red-necked political foes as the neo-fascist know-nothings they are, promote vast social programs which cost billions to give us a vote-getting, nice guy image, endorse the right of anyone to do anything in the name of liberty, and denounce the right-wingers for their failure to balance the budget, hereby create and absolutely refuse to compromise on this, New-Age, permissive Constitution for the United States of America.

AN EMBARRASSMENT OF RICHARD'S DEPT.

So this is the ugly situation. A couple of hotshot Madison Avenue advertising execs, just back from one of those infamous three martini power lunches, are sitting around planning some ad campaigns. They think they've

Advertising Claims That Somehow Didn't Thrill Us

come up with some real gems but...hoo boy...on taking a second gander we realize that some of their ideas are less than sterling! You'll see what we mean as MAD now takes a long, hard, probing look at some...

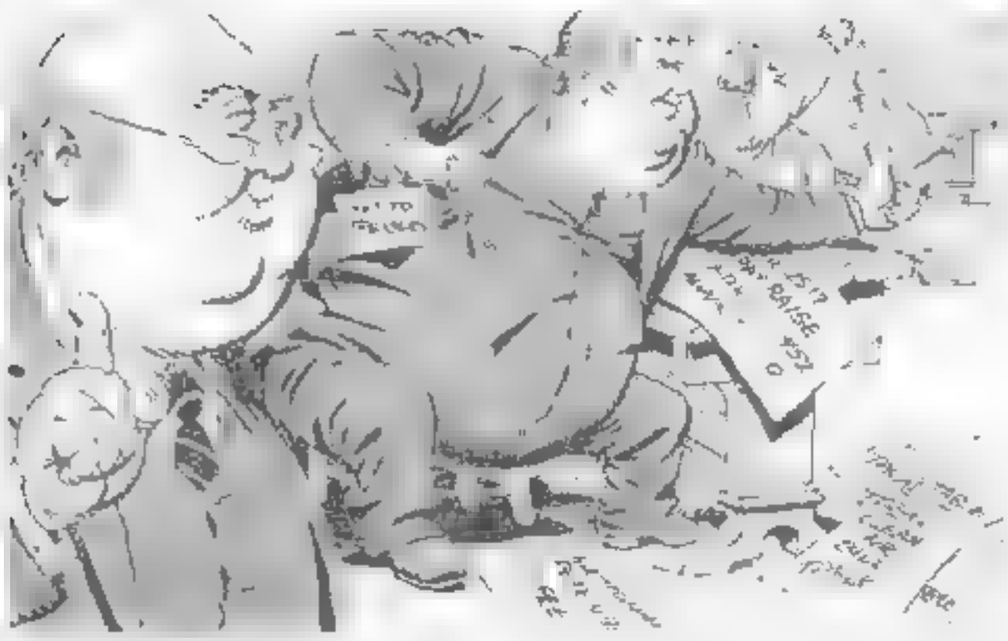
TURBULENT AIR AIRLINES
...AS SAFE AS DRIVING YOUR OWN CAR!
WHAMMO
FROZEN HAMBURGERS
CONTAIN LESS RODENT HAIRS THAN THE ACCEPTABLE AMOUNT ALLOWED BY THE FEDERAL GOVERNMENT!
Chez Noz · RESTAURANT
THE BOARD of HEALTH IS OFF OUR BACK AND WE'RE OPEN FOR BUSINESS AGAIN
ACE APPLIA
ALL WHIRLFOOL APPLIANCES COME WITH OUR FAMOUS WARRANTY
THAT YOU'LL USE AGAIN AND AGAIN!

ARTIST· BOB CLARKE WRITER· DICK DEBARTOLO

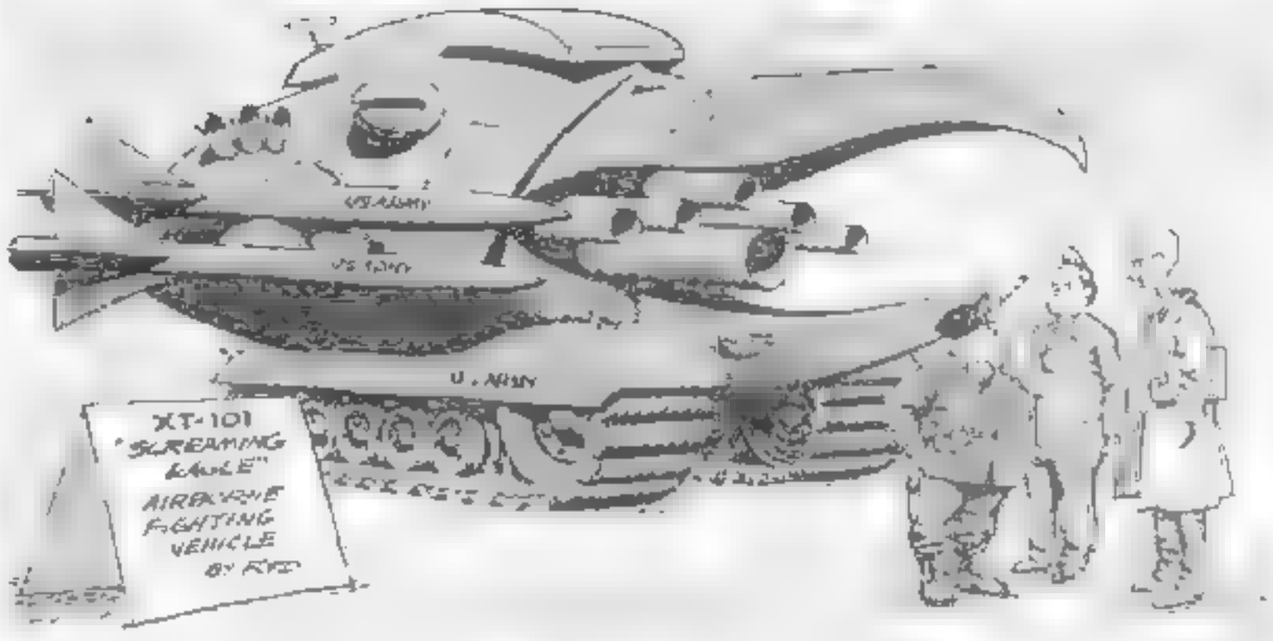
MEN AT PERK DEPT.

With another Congressional election coming up, eager candidates are waging million-dollar campaigns to get a job that pays less than $73,000 a year! The lucky winners will earn the right to waste millions more on re-election just two years from now. Spending money

TWELVE REASONS WHY Being In Congres

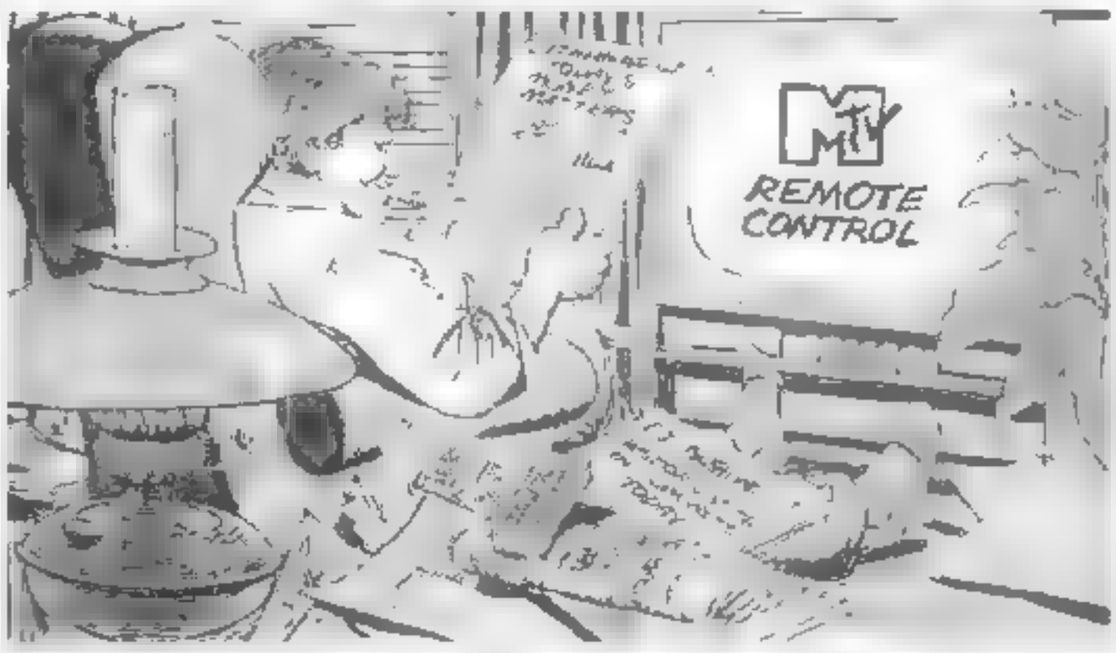


...it's one of the few jobs where you get to vote on whether to grant yourself a pay raise.

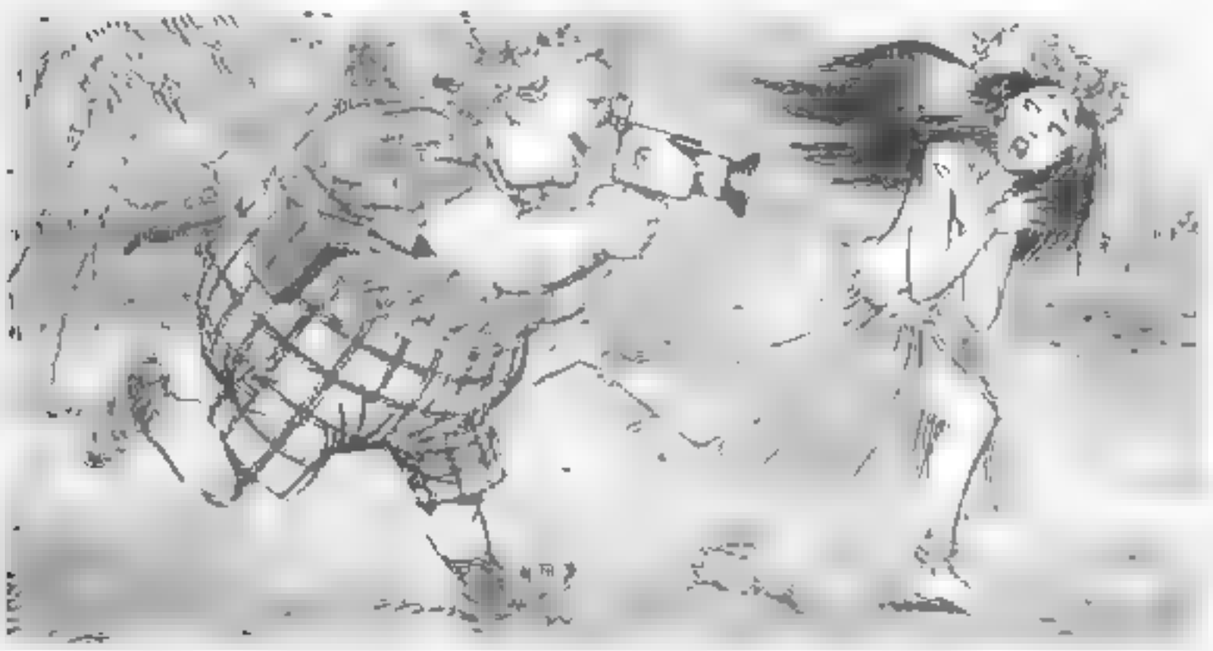


...you can support dangerous military programs knowing that you'll be exempt from the draft if a war results.

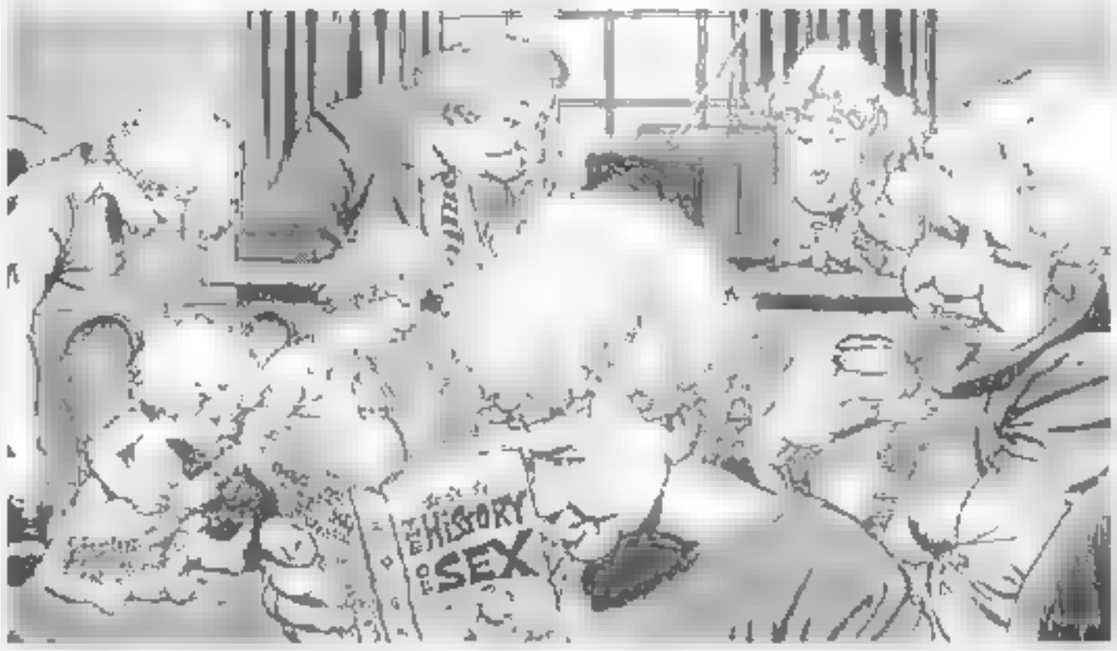
...you'll be paid to attend cocktail parties given by rich people trying to create the illusion that powerful politicians agree with their crazy ideas.



...there are special interest groups that will pay you to relax, stay at home and do nothing on the days important bills come up for a vote.



...there's always a need for "experts" to go to trouble spots like Tahiti and study problems such as the brassiere shortage among Polynesian women.



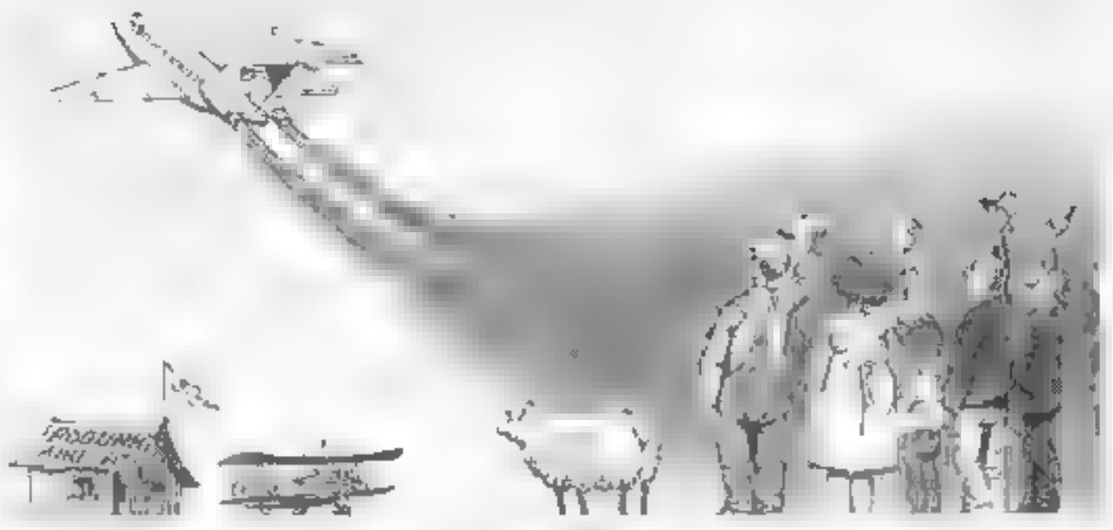
...you can be surrounded by your loving family throughout the working day—once you've put all of them on your payroll as "staff aides."

to apply for temporary work may seem ridiculous, especially for a chintzy little salary that can never repay the cost. But it isn't! Dozens of fringe benefits, freebies and perks go with high public office. So, the next time you line up to vote, remember these

S is Worth The Price

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

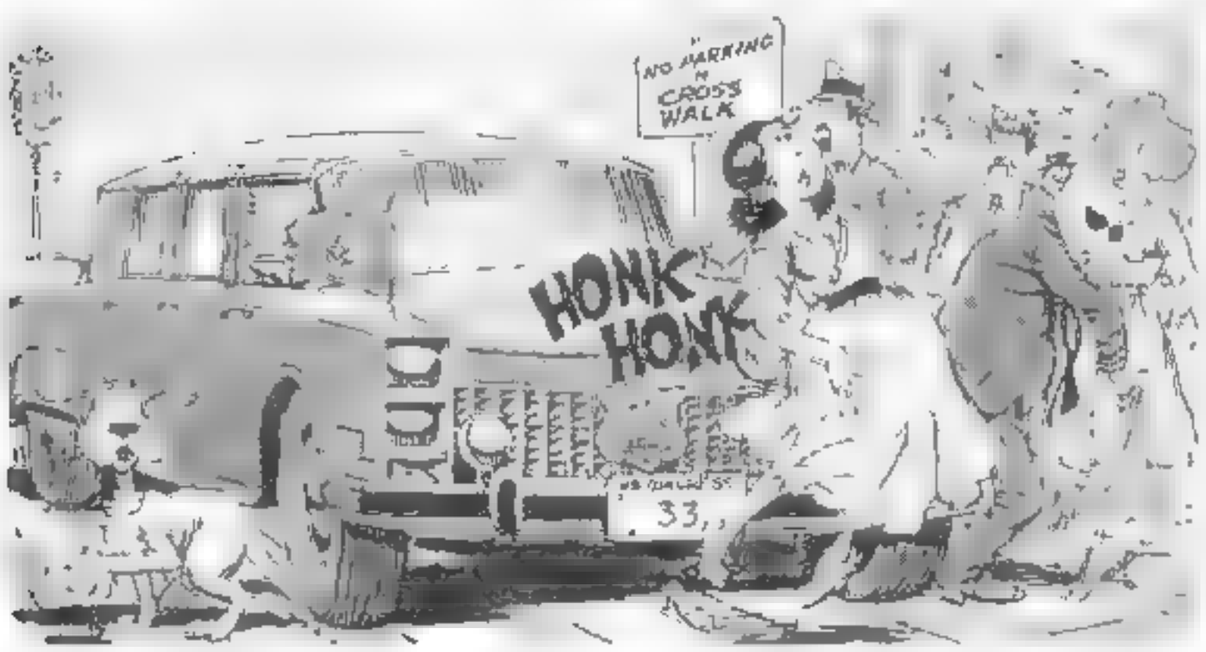
...you can talk back to traffic cops, who will mistakenly think you have the power to get them fired.



...you get to live in Washington—far away from all those boring, ignorant clods who elected you.

...it's one of the few jobs that lets you display your lousy disposition in public and pass it off as "righteous indignation."

...you'll be asked to talk on TV public affairs programs, thus helping you overcome the frustration of being ignored when you talk at home.



...you'll get a special license that lets you park wherever you want, no matter how many poor slobs who pay your salary are inconvenienced.

...you can attach the title "The Honorable" to your name and use it right up to the day you're sent to prison for doing what you did in office.

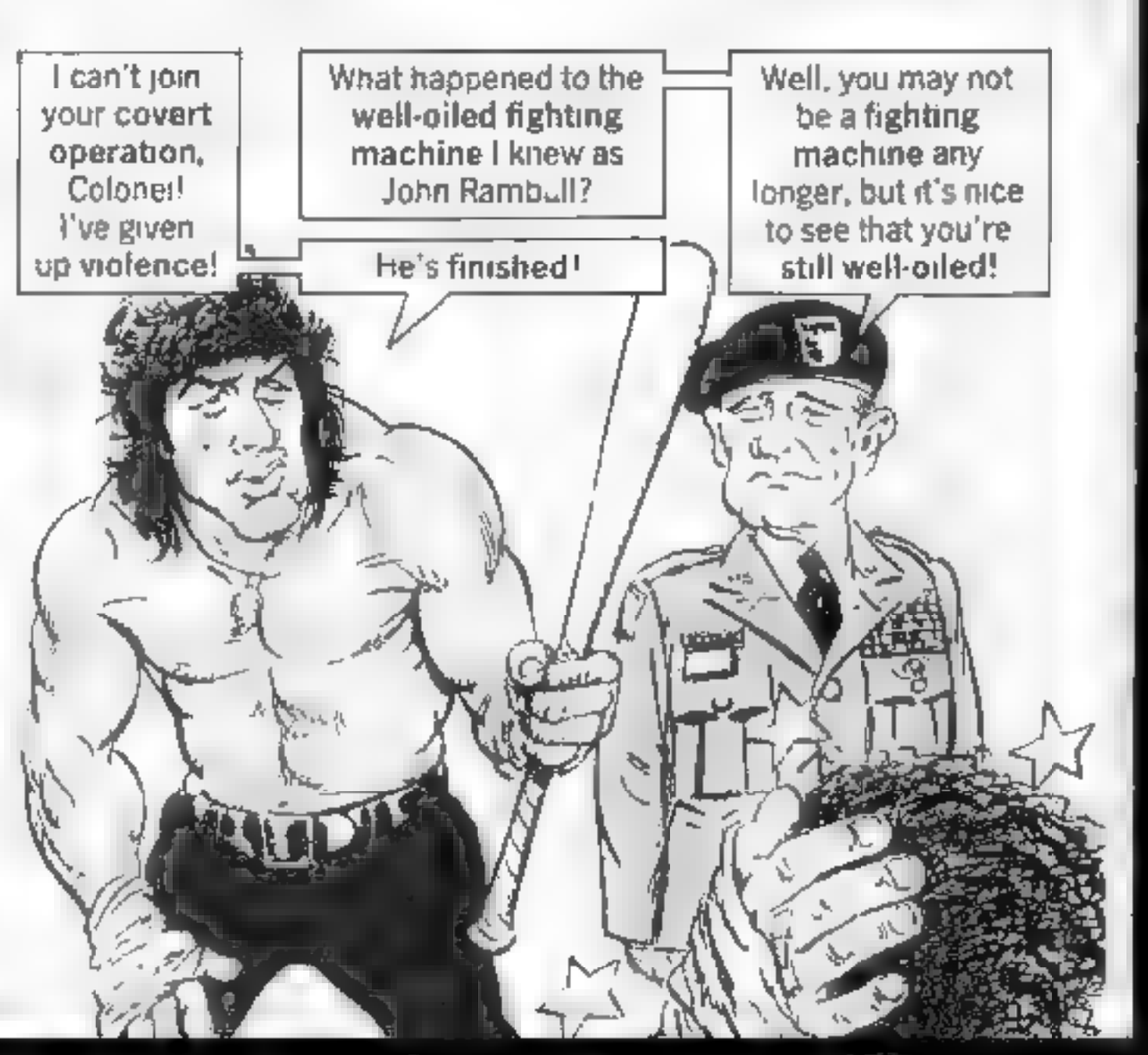
AFGHANISTAN HART DEPT.

THE FOLLOWING MOVIE NEEDS NO INTRODUCTION. THEREFORE, MAD PRESENTS...

It's ridiculous when you think of the millions they've spent to film this one scene alone!
Especially when you figure that minute-for-minute it costs more than World War II!
You know Sly Stallone co-wrote this script!
To write a screenplay from scratch, starting with just a pile of blank pages...well, I'm really impressed!
Don't be! He also had a pile of blank pages when he finished the screenplay!
YAAAHH!
We plan to use Rambull for a summer campaign against the Russians in Afghanistan!
US AID
TICK TICK TICK

ARTIST: ANGELO TORRES

I know how this fight turns out! Our guy's a sure winner!
Really? Then why are so many natives betting against him?
Because most of these people are very unworldly!
You mean they've never seen any stick fighting?
No, they've never seen any "Rocky" movies!


I can't join your covert operation, Colonel! I've given up violence!
What happened to the well-oiled fighting machine I knew as John Rambull?
He's finished!
Well, you may not be a fighting machine any longer, but it's nice to see that you're still well-oiled!

RAMBULL III

Why in summer? The winter is a much better time for a military operation!

Don't be naive! How could Rambull run around without a shirt and show off his muscles in winter?

Now listen to who's being naive!

We fight to liberate ourselves from foreign forces that have invaded our country! And we will die in battle rather than have another country dictate how we should live!

Hmmm. I'm a little confused! When the Afghans say that, we send them guns and supplies!

So?

When the Vietcong said the same thing in the 1960's, we tried to blow those @ #$%&* away!

I have a very dangerous mission to perform deep inside enemy lines!

Who's sending you on this mission?

I can't say — that's top secret! But I'm sure you can probably guess the organization!

Well, looking at you, my guess is the American Association of Retired Persons! Weren't you on the cover of last month's "Modern Maturity"?

CIA

WRITER: STAN HART

No more fightin' and shootin' fer me!

You can't let all these people down, Rambull! They're depending on you!

Who are all dese people?

Toy manufacturers the world over!

Sgt. Svnk, give me a light...

Put down your guns at once! We can see your every movement clearly!

Oh, oh, a Russkie chopper! I made two bad mistakes — trying to infiltrate their camp without the help of Rambull — and not saying a "Bud" light!

I warn you Colone do not try to run!

Because you have me trapped?

No, because running at your age, you'll have a stroke!

If Colonel Brooktrout has been captured, then I gotta go in and save him!

But what about all your vows of non-violence, Rambu?

Forget 'em! Those Russians are the disease and I'm the cure!

You I have to get a new "catch phrase"! You used that one before!

How 'bout "Yo, Adrian!"

You used that one too, big guy!

"Eye of the tiger"? "I'll make them an offer they can't refuse"? "I coulda been a contenduh"? "E.T., call home"?

Frankly, my dear Rambull, I don't give a damn!

MAKE MY DAY

COME BACK SHANE

PLAY IT AGAIN SAM

ISHTAR

Col Brooktrout we've perfected a method of torture that shows no mercy!

Like what?

Like a full day of watching reruns of "The Real McCoys"!

You in #%&* are more sadistic than we thought!

By the way why are you torturing me? What do I have that you want?

A senior citizen movie discount card! Who wants to pay seven bucks to see a bomb like this?

Our intelligence agent tells us that your people do not know what's happening over here! There is no mention of our struggle in any of these newspapers!

I think your intelligence agent may be spending too much time on supermarket checkout lines!

Club MED

SCARLET AND RHINO WED

NEW

NATIONAL ENQUIRER

WOMAN HAS ALIEN BABY

Star

SIAMESE TWIN EATS BROTHER

If you are to be one of us, Rambull, you must participate in our fun and games! This is our national pastime! The object is to secure the stuffed sheepskin!

Okay! What are the rules?

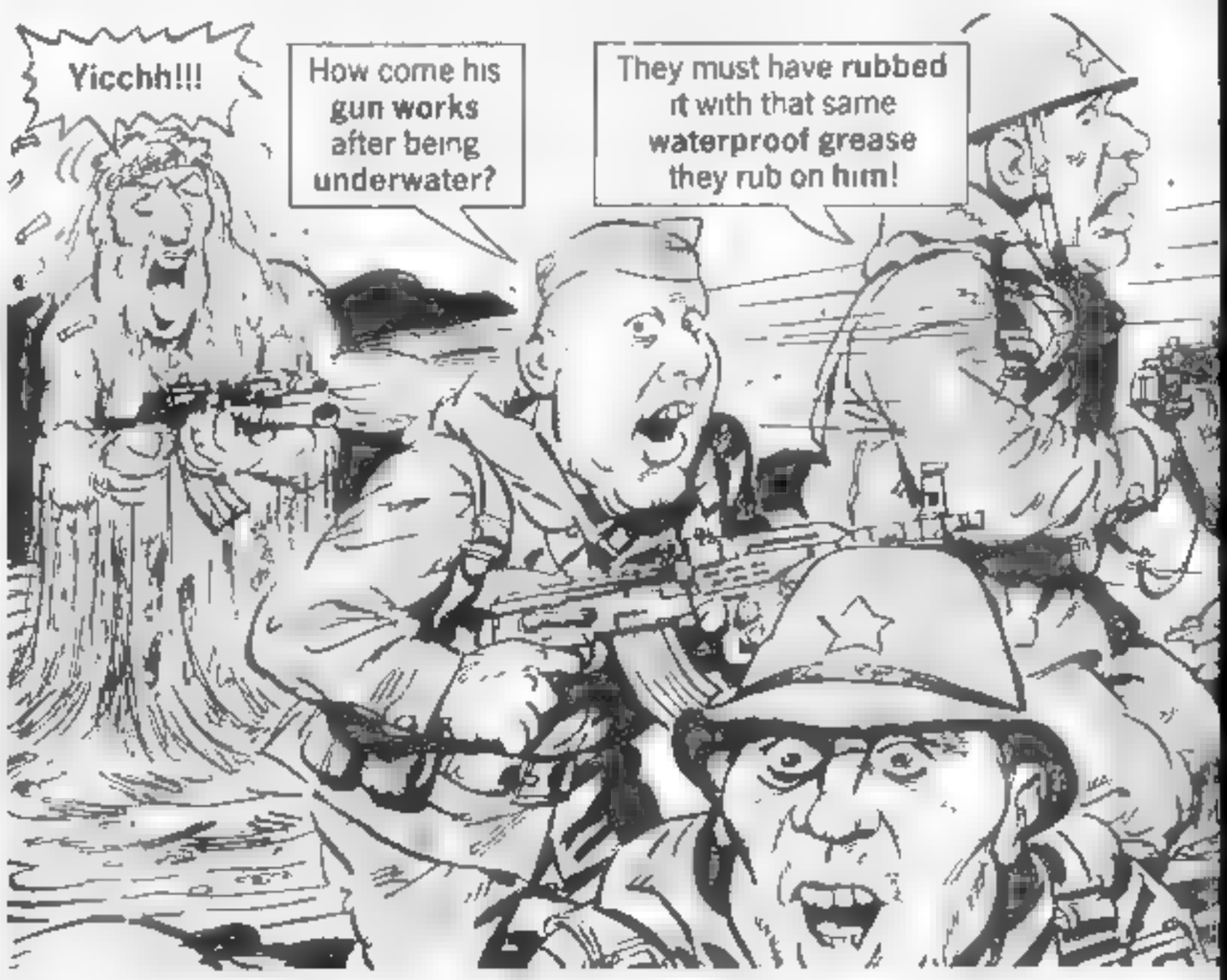
Try not to die!

Hey! This game is rough! What do you get if you win?

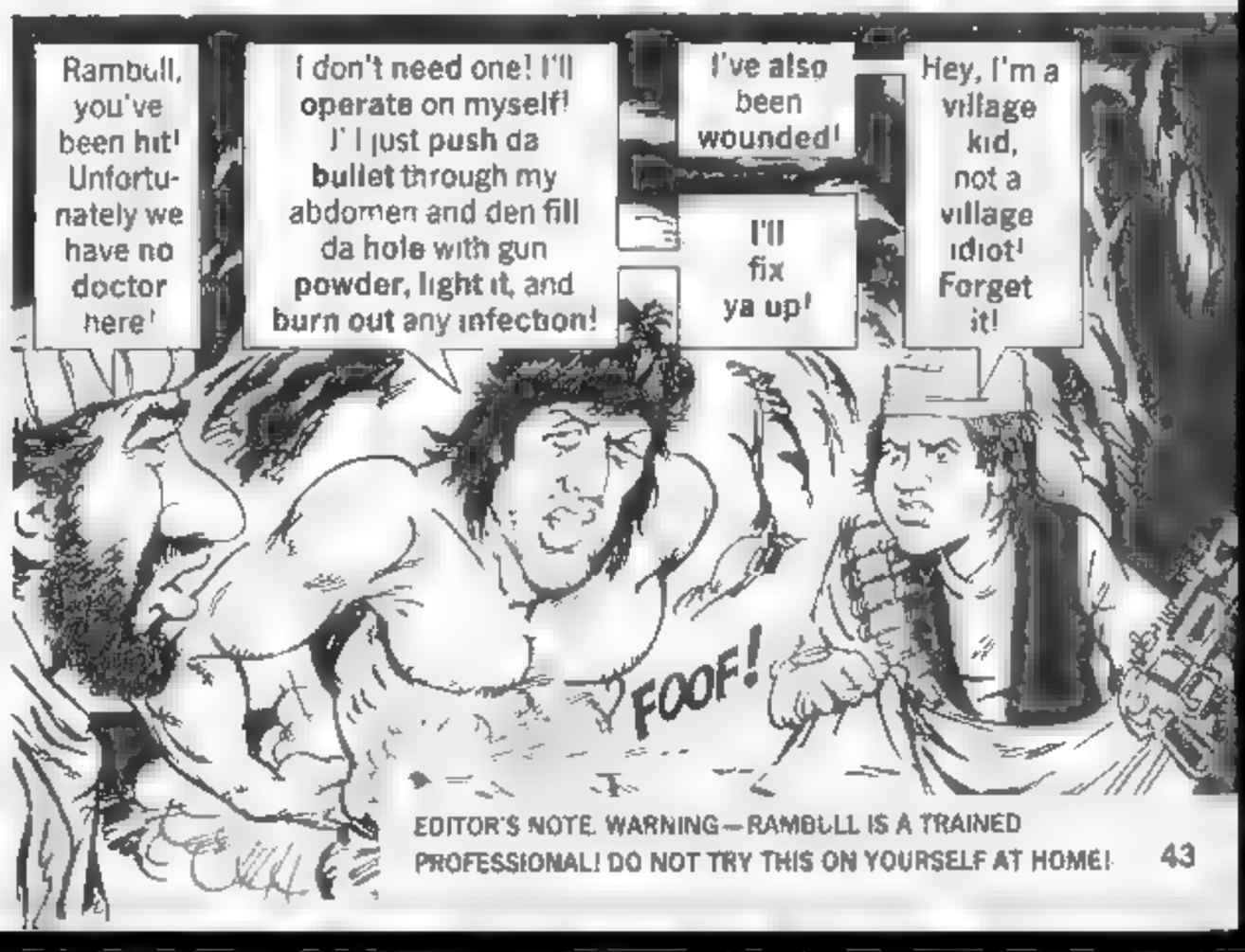
The stuffed sheepskin! That's supper!

Hey kid, where d'ya think you're goin', huh?
With you, Rambull! Big movies today gotta have a "token kid"! Besides, I can be your interpreter!
Dese guys speak perfect English! I don't need an interpreter to unnerstan what dey're sayin'!
I know! But they need an interpreter to help them understand your grunting!
AFGHANISTAN
BANANA STAND

Dis stream runs under the prison! Dive in, kid!
I want to read this sign first!
I ain't got time to read no signs!
Too bad! It says "Sewer System"!


Yicchh!!!
How come his gun works after being underwater?
They must have rubbed it with that same waterproof grease they rub on him!

Just wait and see. Rambull will get me out of here!
Who do you think he is God?
No, God has to rest one day out of every seven! Not Rambull! He's in better shape!


Rambull, you've been hit! Unfortunately we have no doctor here!
I don't need one! I'll operate on myself! I'll just push da bullet through my abdomen and den fill da hole with gun powder, light it, and burn out any infection!
I've also been wounded!
I'll fix ya up!
Hey, I'm a village kid, not a village idiot! Forget it!
FOOF!

EDITOR'S NOTE. WARNING—RAMBULL IS A TRAINED PROFESSIONAL! DO NOT TRY THIS ON YOURSELF AT HOME!

Well, Rambull, we did it! We really did it!

What did we do?

We got out alive!

Geez, Col., if dat's all we accomplished, we could've saved a lotta time, pain, 'n bucks by not going in in da first place!

We fundamentalist Moslems must defeat the atheistic Communists! Then we can establish a government like the one headed by our most inspiring leader!

Ya mean Ronald Reagan?

No..

the Ayatollah Khomeini!

Why didn't nobody do research on dese crazies before we made 'em look like heroes?

Bulls-eye! Another Russian chopper bites the dust!

There's something I should tell Rambull, but I'm afraid it would break his heart!

What is that?

The Russian troops started going home ten days before this movie opened! Rambull is stopping them from leaving!

They have a thousand men against you, Rambull! It's not a fair fight!

You're right! I'll even it up by tying one arm behind my back!

Where did you learn to drive a tank? You're smashing into everything!

Back in the states I once was a valet parking attendant!

Rambull! That copter is heading right for us! We're going to

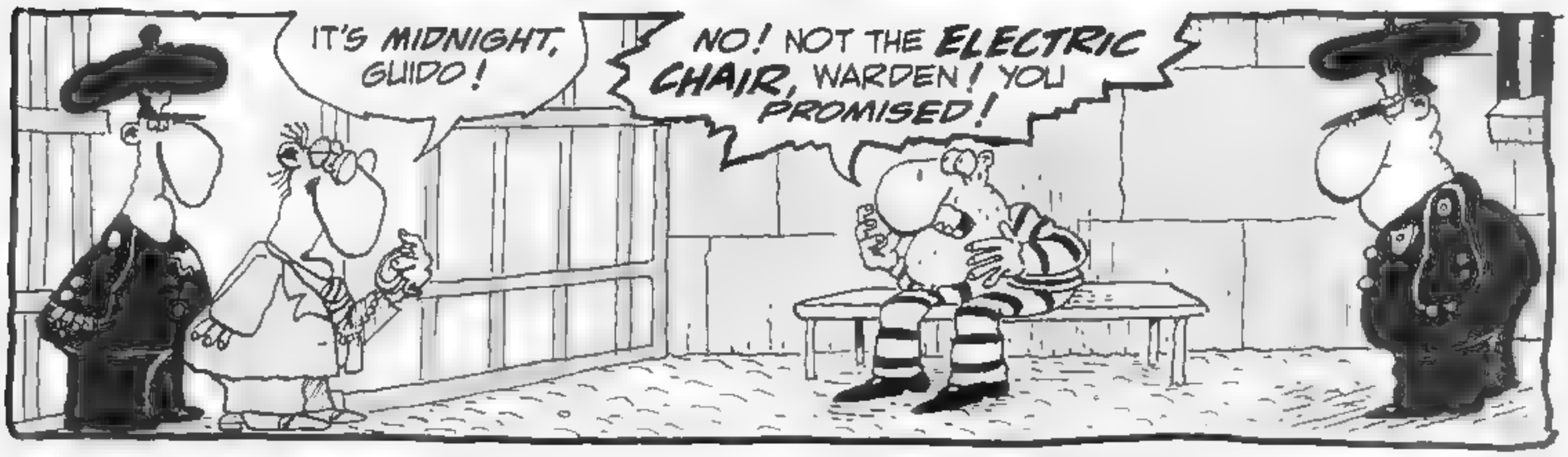
CRASH!

Yikes! What an explosion! Rambull must've been killed!

No, wait! He's alive! Look, guys—he's giving the "We're Number One" sign with one hand and the "V for Victory" sign with the other!

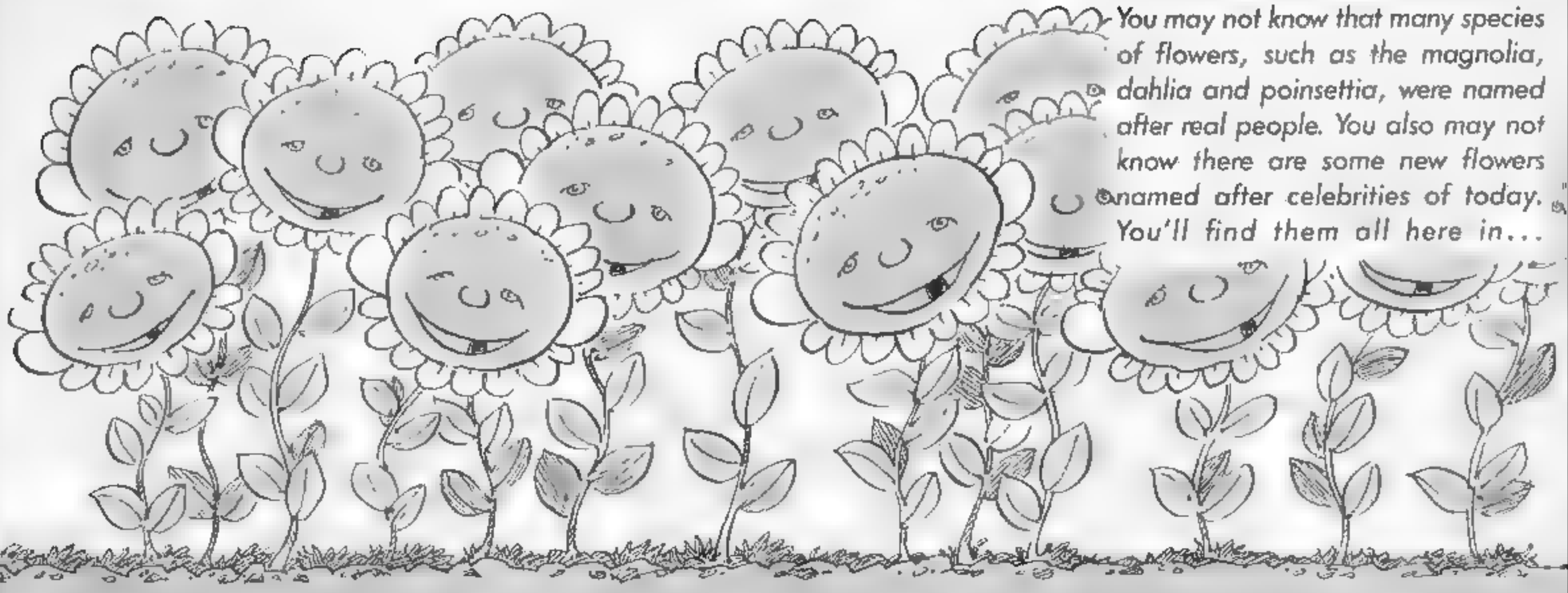
That's not what he's doing, idiot! He's signaling that there will be a "Rambull IV"! Please, God, have mercy on us!

THE EXQUISITE EXECUTION EXPERIMENT

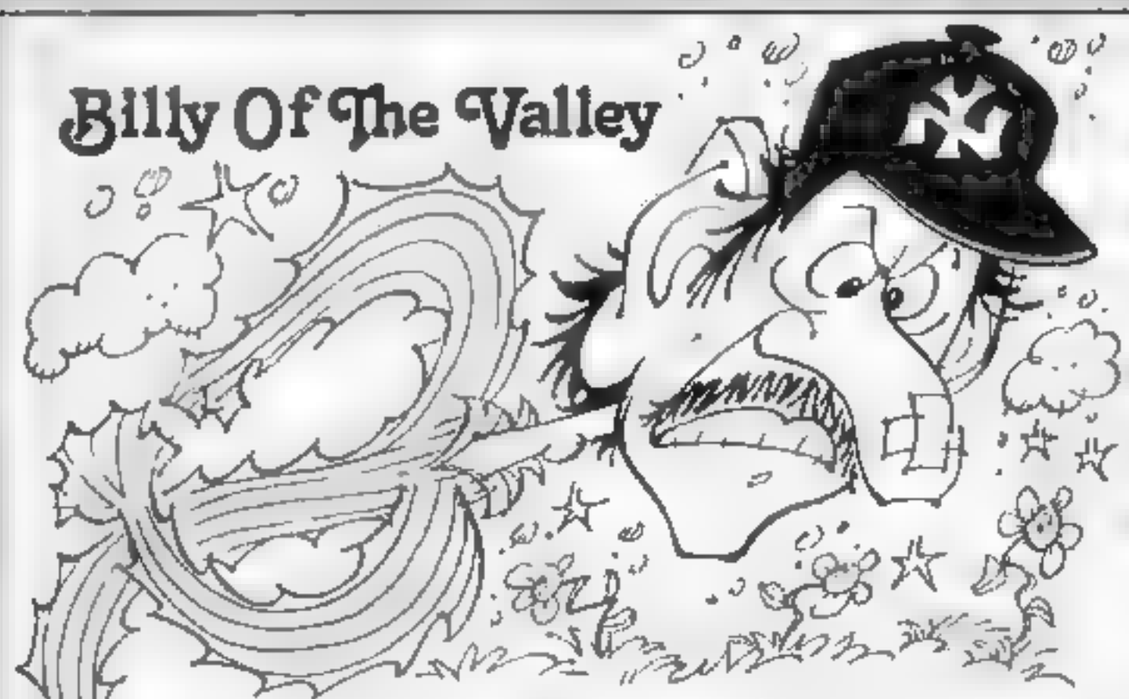

IT'S MIDNIGHT, GUIDO!
NO! NOT THE ELECTRIC CHAIR, WARDEN! YOU PROMISED!
I KEEP MY PROMISES, GUIDO! NO ELECTRIC CHAIR! INCIDENTLY, HOW MUCH DO YOU WEIGH?
212 POUNDS! WHY?
WE NEED TO KNOW WHAT LEVEL TO SET THE MICROWAVE AT!
MICROWAVE
212 POUNDS, HILDA!
TIME
START
1 2 3
4 5 6
7 8 9
0
DUCK

THE FLORIST'S PRIME EVIL DEPT.

You may not know that many species of flowers, such as the magnolia, dahlia and poinsettia, were named after real people. You also may not know there are some new flowers named after celebrities of today. You'll find them all here in...

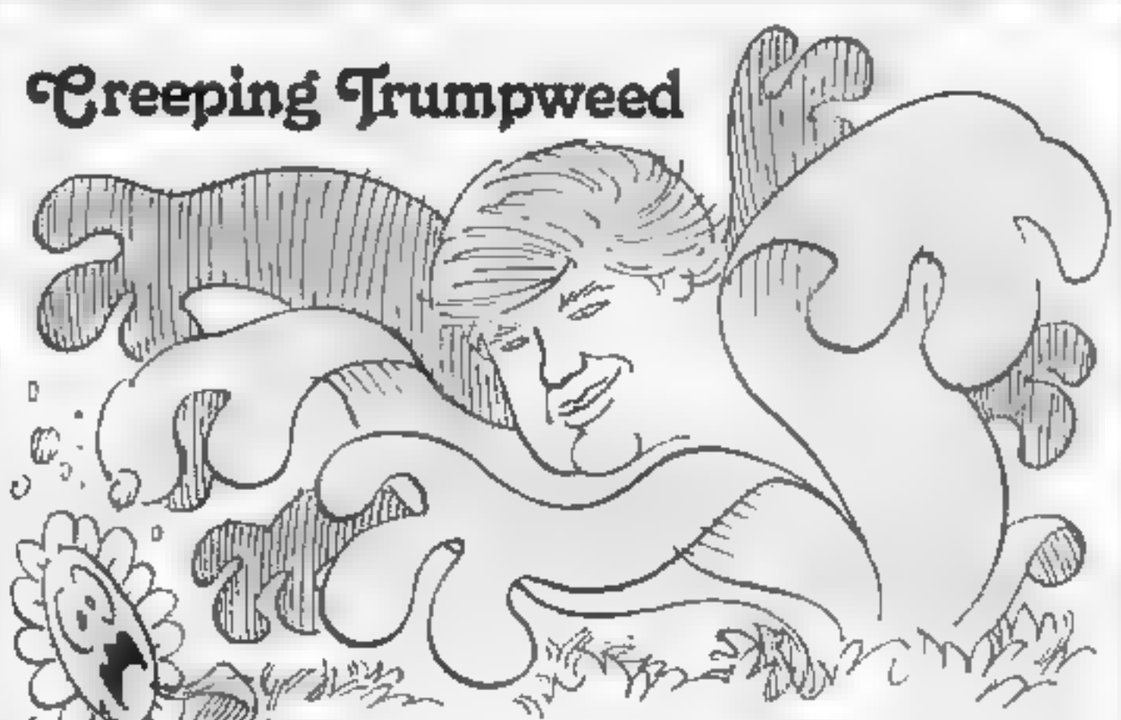


Billy Of The Valley



This pinstriped perennial returns nearly every spring. But because it's so easily potted, it's often uprooted by its owner before the end of the growing season. Due to its unpredictable blooming habits, the Billy of the Valley needs pest control and is best separated from others.

Creeping Trumpweed

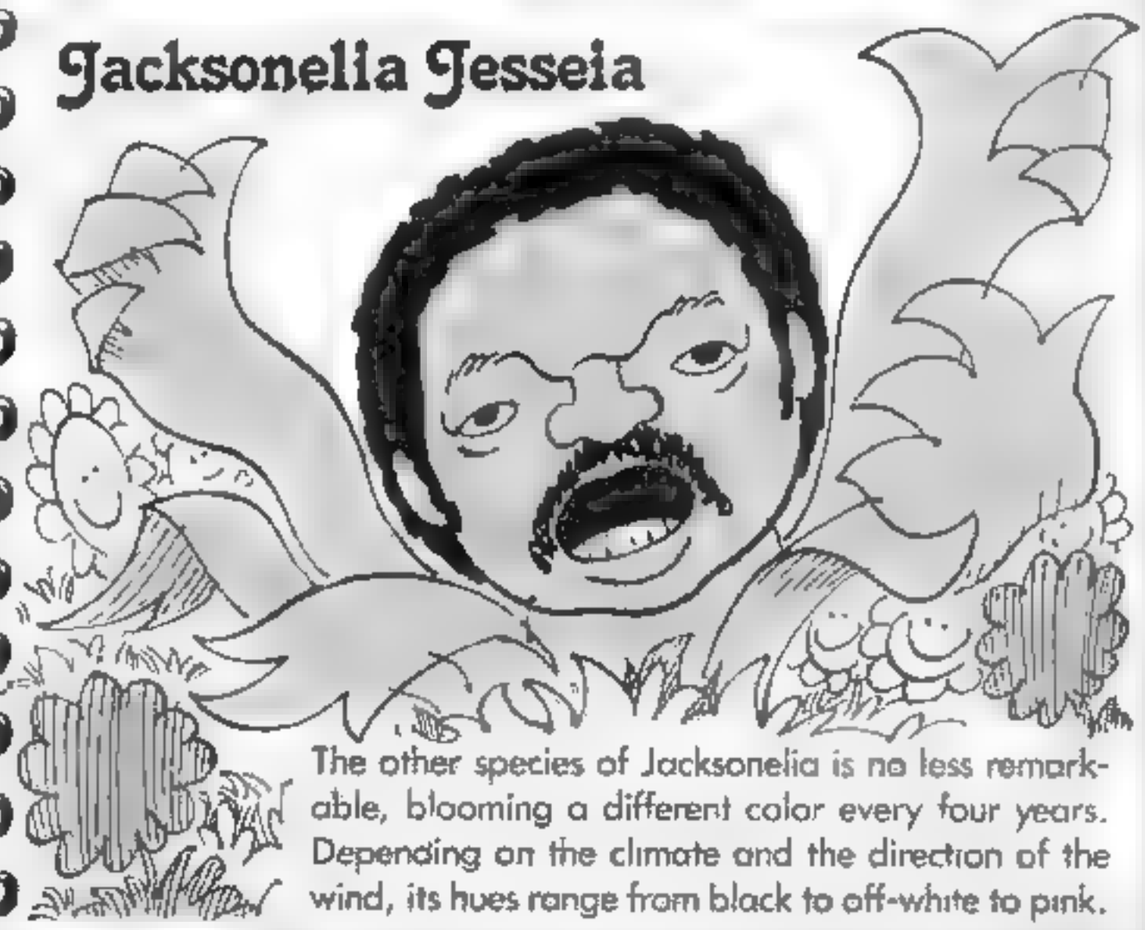


Once taking root, this fast-growing weed sprouts skyward, totally blocking out all sunlight from more lowly species. Because of its enormous growth potential, the Creeping Trumpweed spreads in all directions until it takes over the entire garden

Jacksonelia Michaelis

This species of Jacksonelia is a peculiar hybrid that blooms a lighter shade each season. Due to years of excessive pruning and cross-breeding, it is feared this species will soon fade out completely.

Jacksonelia Jesseia



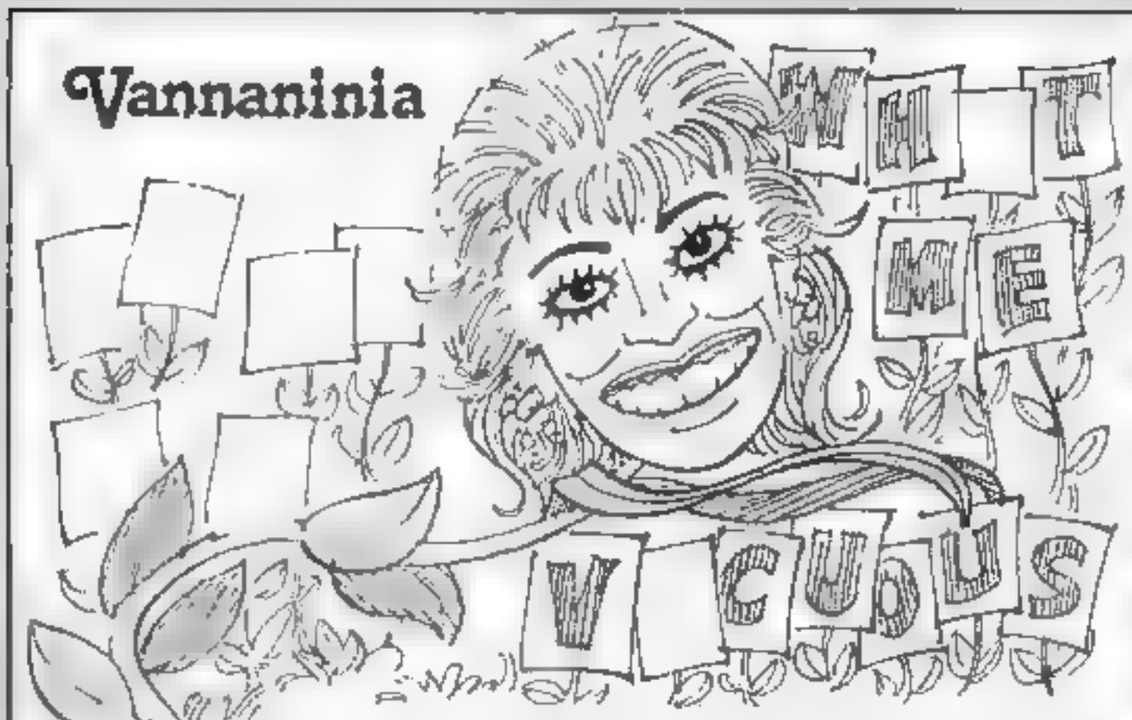
The other species of Jacksonelia is no less remarkable, blooming a different color every four years. Depending on the climate and the direction of the wind, its hues range from black to off-white to pink.

The Mad Flower Garden

A Spotter's Guide

ARTIST· PAUL COKER WRITER· FRANK JACOBS

Vannaninia

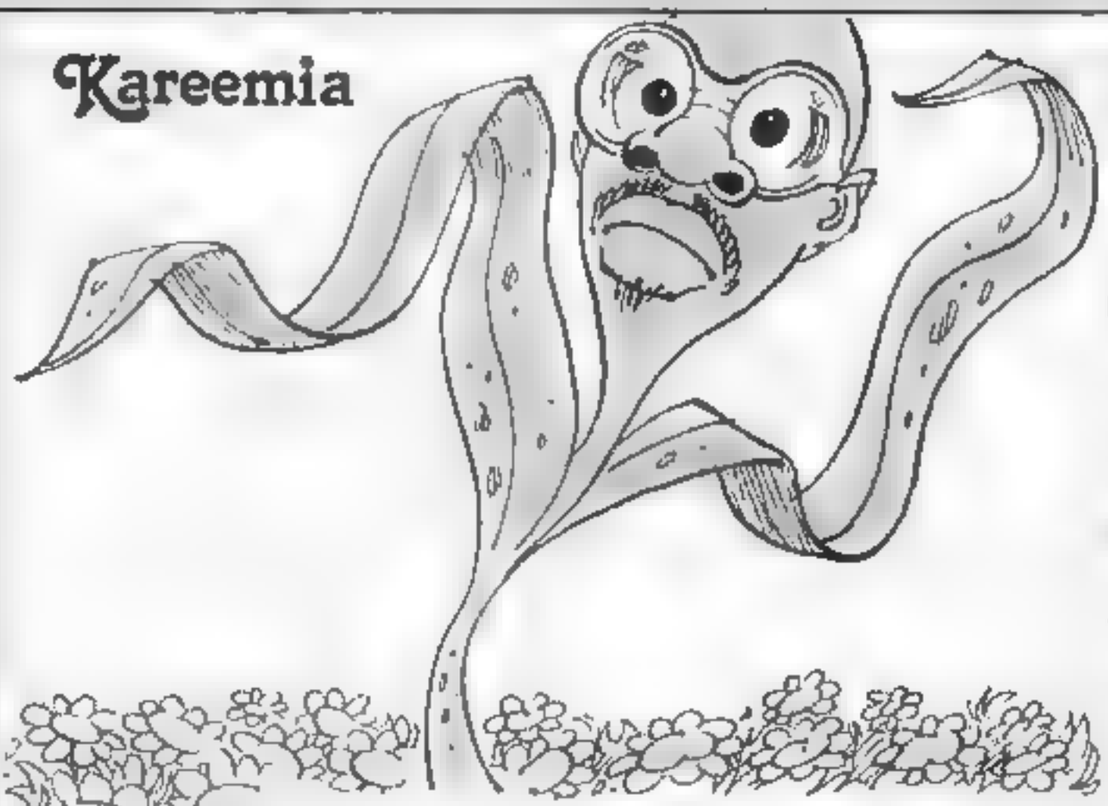


The Vannaninia springs up overnight, producing one big, showy blossom. However, there is considerable concern that its roots may be too shallow to withstand another season. In fact, many plant experts are amazed the Vannaninia has lasted even this long.

Bleeding Hart

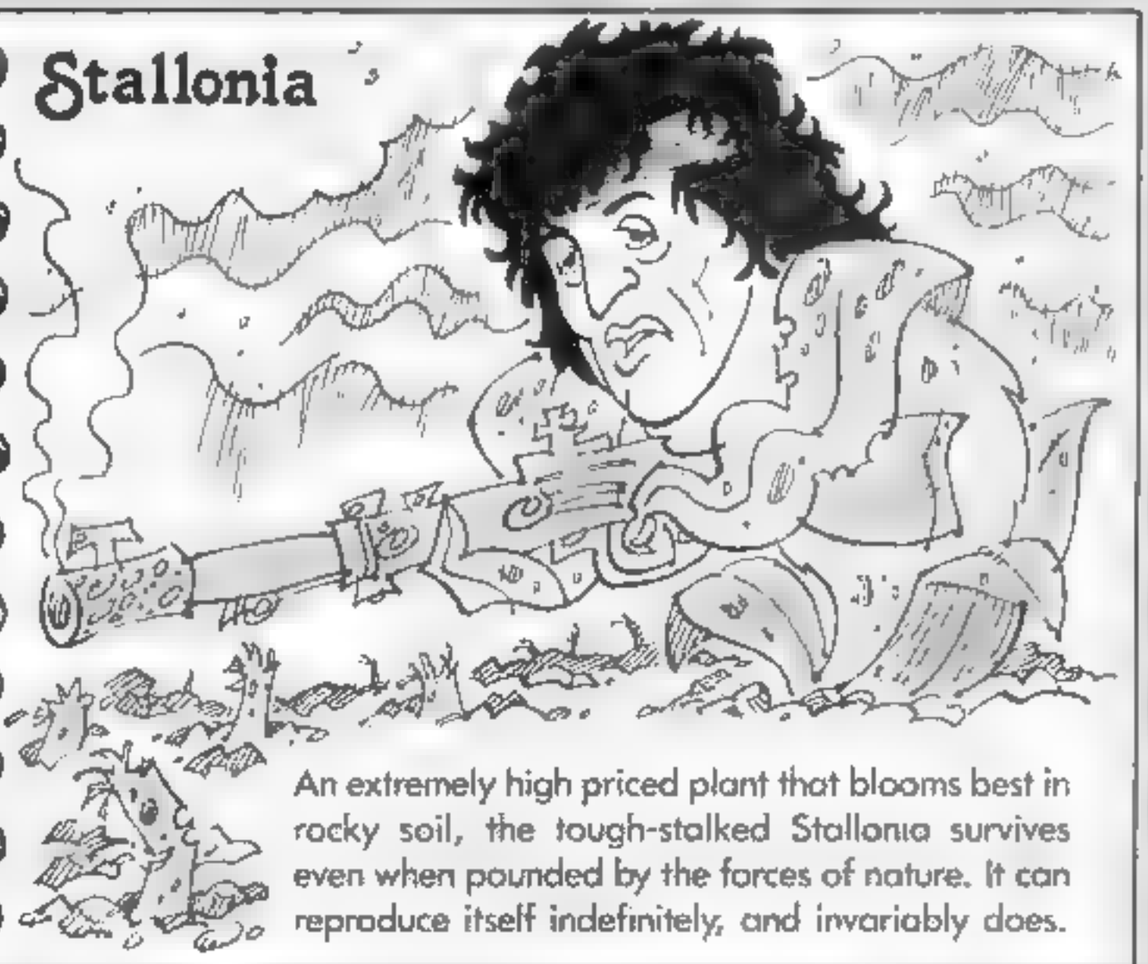
Though weakened by a wavering stem, the Bleeding Hart produces new buds yearly, managing to plant its seed in most any bed. But despite attempts to turn over a new leaf, its fragrance remains unappealing. As with the Bakkeria and Swaggartia, its decaying petals make for excellent fert l.zer.

Kareemia



Although it loses some of its upper petals, the incredible Kareemia remains tall and sturdy, its seemingly ageless blossoms adorning many a basket

Stallonia



An extremely high priced plant that blooms best in rocky soil, the tough-stalked Stallonia survives even when pounded by the forces of nature. It can reproduce itself indefinitely, and invariably does.

FAST FOOD FOR THOUGHT DEPT.

McDonald's "McD.L.T." (which keeps the lettuce and tomato cool and the hamburger hot) was promoted as a great new idea in hamburger technology. But isn't this how all burgers are *supposed* to be? Are we so used to lousy goods and services that a company raising its standards to "merely adequate" can claim to be doing us a favor? If so, we hope they introduce...

OTHER McD.L.T. TYPE IDEAS

WE'D LIKE TO SEE FROM McDONALD'S

ARTIST: AL JAFFEE WRITER MIKE SNIDER

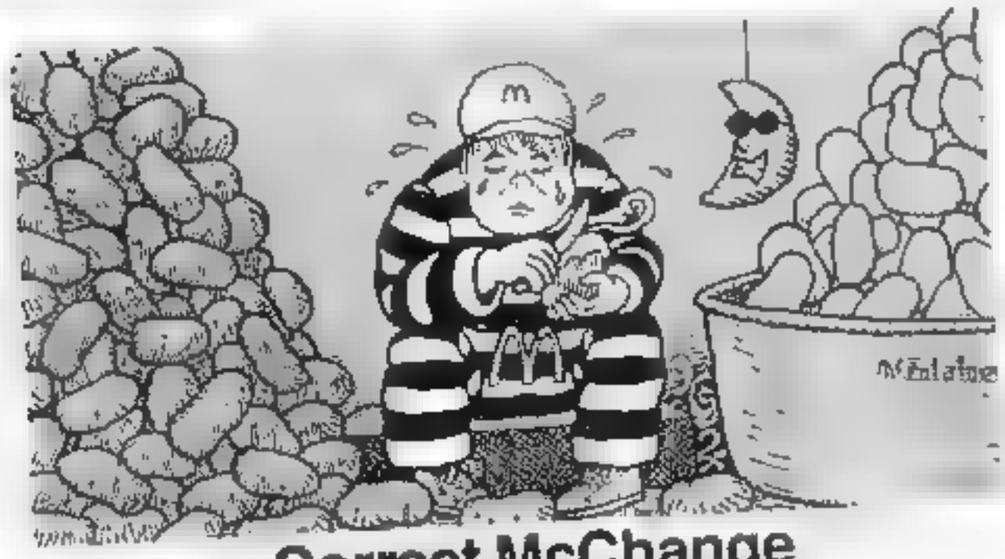
NEW at McDonald's

McRecently-Made Fries

Now, have it two ways... Regular or Fresh and Hot!

The McH.T.G.

One McDonald's burger: "Hold The Grease!"



Correct McChange

Any employee caught skimming is now immediately transferred to the kitchen crew! No exceptions!

The McLid

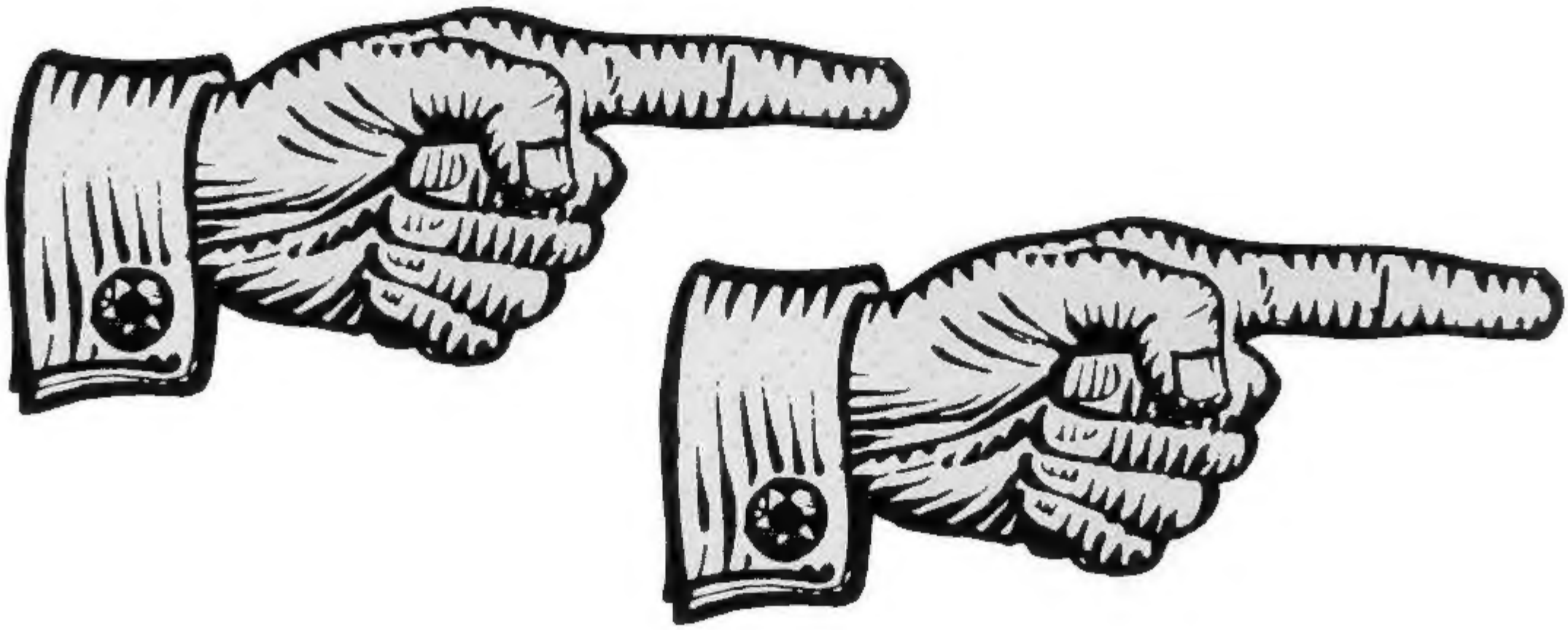
The latest in liquid-containment technology...it actually keeps your soft drink contained in the cup!

Semi-McLiterate Counterpersons

We've increased our minimum IQ to 90...And—no more droolers!

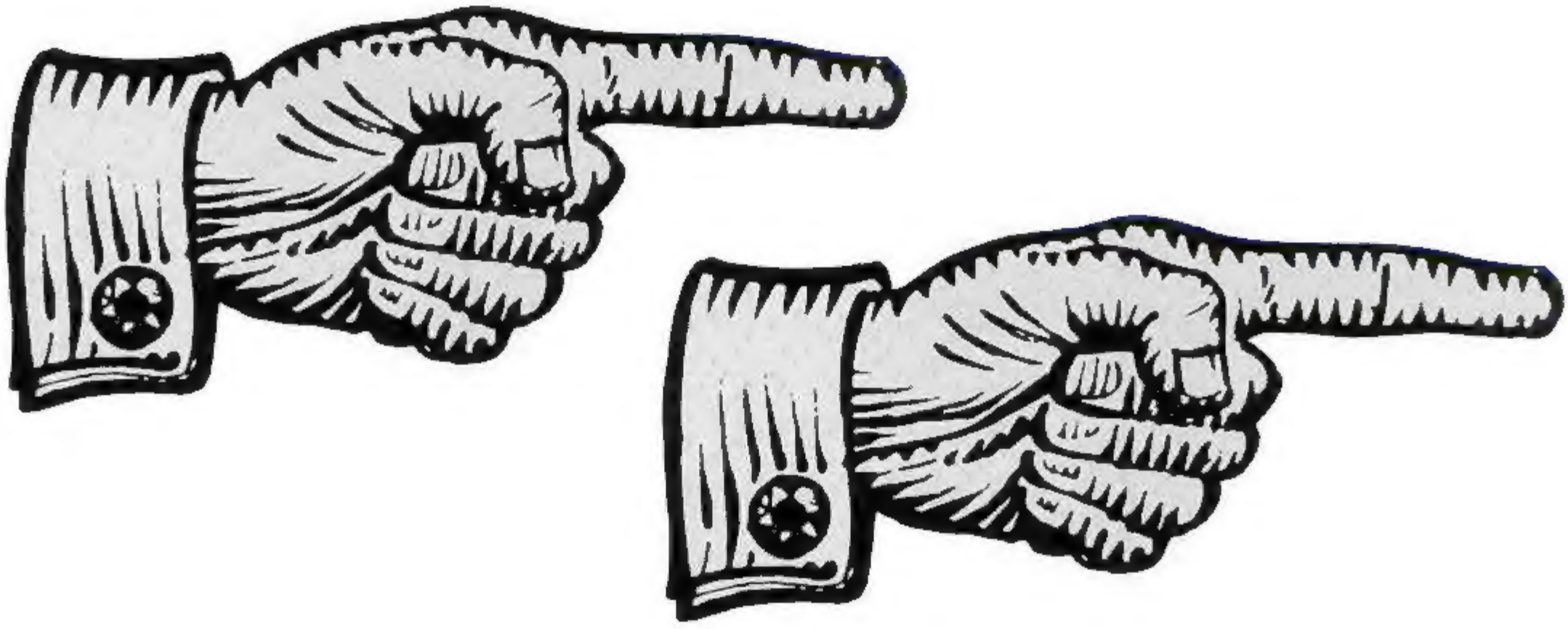
The McSpecialized Rag

Now, a separate rag for each of our cleanup chores!



Nothing to see here!

Please skip ahead.



WHAT ADVANCEMENT IS BEING HAILED AS A BREAKTHROUGH IN AIR POLLUTION CONTROL?

HERE WE GO AGAIN WITH ANOTHER MAD FOLD-IN

To find out what is now controlling one of the worst forms of air pollution, simply fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

THE COMPLAINTS WE'VE HEARD THROUGH THE YEARS FROM AMERICANS ARE USUALLY ABOUT AIR POLLUTION. OFFICIALS NEVER SEEM TO HAVE ANY SOLUTIONS. BUT NOW A ZANY DEVICE IS THE NUMBER ONE AIR POLLUTION STOPPER!

A ▶ ◀ B

WHAT ADVANCEMENT IS BEING HAILED AS A BREAKTHROUGH IN AIR POLLUTION CONTROL?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

THE COMMER-
CIALS

ZAPPER!

A ▶◀ B

MAD SALUTES THE MODERN

"CATCH OF THE DAY"